

# ELECTRICAL MERCHANDISING WEEK

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

## They're Not a Bit Scared by Stereo

Werlein's, in New Orleans, makes stereo a specialty by keeping it simple. They don't tell customers how stereo works—just let them listen. This technique, plus strategic advertising and a "quality" image, sold 1,800 sets last year. *see page 18*

## 'Beat the Tax' Ads?

Dealers still advertising "tax free" air conditioners may run into some trouble from manufacturers and the BBB. *see page 4*

## NEMA Tries to Make Single Big Package

Included in it would be the promotional and publicity activities of all the sections in the new consumer products division. But exactly how NEMA will do it was uncertain last week when EM Week went to press. *see page 8*

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## DRIVING TOWARD ADJOURNMENT...

# Congress Sidesteps Most Appliance-TV Legislation

The appliance-TV industry seemed bypassed last week as Congress drove for adjournment—and, just incidentally, the national political conventions.

Not that it was all bad.

Some of the bills on which Congress failed to take action were opposed by dealers and the industry. Their death at the hands of House and Senate committees brought out no sorrowing mourners.

The Douglas full-disclosure credit bill, for example, no favorite of the thousands of dealers who sell on the installment plan, looked like a goner.

This was the measure, sponsored by Sen. Paul Douglas (D-Ill.), which would require that all time payment bills show: (1) total finance charges for the life of the contract, and (2) the simple annual interest on the loan.

The bill was approved by a subcommittee of the Senate Banking Committee after extensive hearings, but the full committee has scheduled no meeting on it, so the bill probably is dead.

But the basic idea of the Douglas bill is popular. There remained the possibility that the Democratic Party might include some men-

tion of its basic principle—disclosure of credit costs—in the party platform.

Such a principle might be expressed in general terms, however, because one of the major objections to the Douglas bill is the load it places on the dealer to figure out annual interest rates. Sen. Wallace F. Bennett (R-Utah) claimed he found that even economists had trouble with the arithmetic involved.

Another casualty of the session was the bill which would permit manufacturers to franchise the sale of certain items by territory. Aim of the measure was to halt transshipment of goods, a practice officially frowned on by most manufacturers. This measure also died in the Senate.

A similar measure which now deals only with territory franchise of automobiles was being watched carefully by the industry, however.

Proponents of territory franchise arrangements for appliances and television spoke of amending the automobile bill to include other "complex mechanical products" under its terms. But the auto franchise bill remained in committee, with little chance of action from the Senate as a whole.

*Continued on page 2*



## Sylvania Unwraps a Bold Television Line

Sylvania hit boldly in two directions today at Mackinac Island, Mich., dazzling distributors with both prestige and price.

They cheered as the new president of the Sylvania Home Electronics Corp., Peter J. Grant, whipped wraps off:

- The \$550 group of high-end 23-inch consoles, cabinetry by Heywood-Wakefield, which puts Sylvania in the furniture prestige derby with Motorola-Drexel and RCA-Henredon (see Grant and console at left).
- A new series of real wood topped and faced lowboy 23's starting at \$259.

Cheers rose again as Grant and new radio-hi-fi sales manager Ralph Bloom ticked off the following array of competitive product and pricing.

- A 23-inch table model at \$199,
- A wood veneer stereo console with tuck-away satellite tweeter, 10-watt peak power, three speakers at \$139 and \$189 with AM-FM,
- Ten-watt portable stereo with two ex-

tension speakers and AM-FM radio at \$169,

- Shirt-pocket radio—four transistors—for \$19.95,
- Seven-transistor clock portable radio for \$49.95,

- And Sylvania's first FM-only radio at \$39.95. Called the Symphonette II, it is designed to sell alone or in combination with \$24.95 AM-only Symphonette I for two-piece stereocast reception.

Grant told 400 distributor sales personnel at the national convention that Sylvania is staying out of the 21-inch leader group because "the 23-inch set has just about finished off the 21, and what the 23 didn't do the 19 will." He added that he's keeping the 17-inch size in the line to answer the public demand for pure price. His 17-inch Dualette portables start at \$179, include a remote version at \$229, and he has added an open list leader to the group of three shown to distributors earlier this year.

*Continued on page 7*

# NARDA Stresses Ideas

**Dealers leaving Toledo last week took home information on the future and plenty of Right Now suggestions**

By 1970, dealers were told at NARDA's Northwest Ohio appliance-TV dealers sales conference they could look forward to six potential customers for every five they have now.

But, explained Jack Sparks, vice president of Whirlpool Corp., there would be fewer dealers in business.

Incomes would be going up, but there would be a lot of competition for that extra money, according to Sparks. And the consumer is changing. In the future, dealers will find more customers with higher education (one in three will be college trained), who will have no interest in contests or in doing business with traditional high interest houses, and who will be rebelling against misleading bait prices.

The customer is going to expect more, too. He'll want quicker deliveries and better maintenance. Dealers can look forward to seeing

more families shopping as a unit. This means, according to Sparks, more night and Sunday hours for the dealer.

To handle the more canny customers, dealer salesmen will have to be better educated, better trained, more intelligent.

All this will lead, Sparks believes, to better profits. Fewer stores and fewer salesmen will mean more money going into the marketing function in the economy of the future.

Returning to the present, other speakers gave the assembled dealers tested ideas on how they could improve business right now.

Quoting surveys which showed good service high on the list of customers' reasons for choosing a particular store, E. E. "Judge" Landis, national service manager for Frigidaire Corp., urged every dealer to develop a sales-service team by rewarding servicemen who bring back sales leads and by using a serviceman-to-salesman prospect report for every service call made.

Keep your customers reminded that you specialize in good service

and you'll bring them back for more sales, was Landis' advice. To brand new customers, send a thank you note. When the product is one year old, send a birthday card. Catchy reminders at intervals after that put your store foremost in mind.

Credit is also a sales tool, added Frank Gleason, G-E's manager of marketing for major appliances. He gave the Ohio dealers several examples.

Get as much as you can for a down payment, Gleason advised, because you'll be able to get credit approvals faster and sell up to higher priced models and combinations using the big down payment as a lever. By reducing the balance to be paid in the future, you'll get the customer back in the appliance market earlier. Use seasonal skip plans for as many items as possible and, by all means, make it possible for a customer who is paying you regularly to buy another appliance with no down payment through add-on credit plans.

In closing, Gleason reminded dealers to stipulate payments at the store in credit contracts. Nothing like it for building traffic.

## BUSINESS BRIEFS

● Gibson's touring hula girls had Grand Rapids, Mich., folks ogling, but all dealer Jim Hines saw was dollar signs. When Gibson brought the pretty girls to Hine's store, people from as far as 25 miles away drove in to pack the showroom. Hines said he was too busy during the demonstration to make any sales, but he signed up everyone who came in for Gibson's Hawaiian consumer trip contest. That gave him enough names to keep him busy on the phone for three weeks.

● Westinghouse is making sure election time this year will mean sales time for major appliance dealers. Today in Columbus, Ohio, some 700 distributors will hear how Westinghouse plans to spend \$6 million to tie in dealers with its sponsorship of CBS TV and radio coverage of political conventions, the campaign and election night.

● Nearly 1,200,000 U. S. families switched on air conditioning in their homes for the first time in 1959, according to Carrier Corp. Russell Gray, vice president, predicts that by 1965, 2 million homes will be fully air conditioned at the rate of 300,000 homes per year.

## Hotpoint's Oldest Range Search Pulls in Leads

**And beside numerous sales leads for Georgia dealers, the company's quest found a 1916 range which was still in use**

Participating dealers say the old Hotpoint range promotion pulled in scores of good prospects, and several dealers say they have already closed range sales as a result of interest in the promotion. Hotpoint kicked off the month-long program with ads in five Georgia cities. Then dealers ran follow-up ads in newspapers, on radio and TV.

Hotpoint sent a kit to 250 Georgia dealers containing direct-mail pieces with coupons for contest entries, and a large window banner.

At the end of the one-month promotion, each dealer screened his entries down to the three oldest ranges. These three entries were sent in to Hotpoint headquarters in Atlanta.

The 114 finalists were screened by the Hotpoint sales staff, and the three final winners were:

● A 1916 style 27 range, entered at Allmon & Johnson, Americus, Ga.

● A 1923 RA-67 entered at Heard-Williams Co., West Point, Ga.

● A 1923 RA-67, entered at Nelson Appliance Co., Milledgeville, Ga.

The first-place winner received a deluxe, double-oven range. Second and third-place winners each received deluxe, 39-in. ranges.

Hotpoint sales reps are encouraging dealers to send all entries certificates offering \$50 off on trade-in for a new range.

A final tabulation in Hotpoint's Atlanta office showed that 96.5% of the entered ranges were at least 20 years old—73% were at least 25 years old—and 28% were at least 30 years old.

Dealers who participated in a big way reported cash-register results from the promotion. Finis Allmon, Americus, Ga., dealer who placed the winning entry, said he received about 20 entries in all. "We had a noticeable amount of increase in store traffic during the contest," says Allmon, "and I am sure we can attribute at least two or three range sales to customers who dropped in to ask about the contest."



OLDEST RANGE DISCOVERED in Hotpoint's search was a 1916 model. Inspecting the venerable range are, from left, Finis Allmon, Americus, Ga., dealer; Mrs. Homer Harris, the winner, and Dan L. Bodin, Hotpoint sales counselor.

## Congress Sidesteps Most Appliance Legislation

CONTINUED FROM PAGE 1

On the plus side, the President already has signed a law giving a tax break to dealers who sell appliances on the installment plan. The new law saves merchants from a tax burden they would have suffered because of a 1959 U.S. Supreme Court decision which ruled that "dealer reserve" income must be reported at the time it is received.

When dealers sell on the installment plan, and borrow money on this paper from finance companies,

they usually must pay 1 or 2% into a dealer reserve, held by the finance company against possible loss. If no loss occurs, the dealer eventually gets the reserve back. The new law gives the dealer a choice of two ways to report the amount, spreading it over yearly installments.

The hardwood labeling bill comes up for public hearings this week in the House Commerce Committee. This measure would require that TV, radio and furniture manufac-

turers label hardwoods and laminated hardwoods in their products.

An identical bill in the Senate was reported out favorably by the Senate Commerce Committee. It was introduced by Sen. Homer Capehart (R-Ind.) and Sen. Vance Hartke (D-Ind.) and was requested by TV-radio manufacturers.

The fair trade bill, pushed hard this session by proponents of a national fair trade law, remained dead, killed by the House Rules Committee.

Fair trade laws in many of the states have been invalidated, primarily because of "non-signing" provisions which bind retailers who have not agreed to resell merchandise at a price set by the manufacturer. Although the Parke-Davis decision of this year apparently made it even more difficult for manufacturers to stipulate resale prices, the pressure for a national law failed to break down Congressional disapproval of "price-fixing."

And so, it was "wait till next year" for the fair traders.



# REGIONAL ROUND-UP:

Dealers told EM Week that last week's break in the weather meant beginnings of a good break for their dreary spring sales.

**EAST . . . CLEVELAND**—A spotty sales pattern was still the way to describe the market here last week. Although June came to the Great Lakes, really warm weather didn't.

The delay the weather is causing in air conditioner sales had dealers worried. They were starting to trim predictions of a good selling season—revising sales estimates downward.

One downtown Cleveland dealer said prices were to blame. This dealer felt prices should not be the sole determinant of the customer's needs in the appliance market. So he was emphasizing customer service to get away from the dependence on price to sell his stock. He said he's been successful so far, too.

Ranges and laundry (not the combos, though) have been the top sellers so far this spring. Refrigeration was down, air conditioning was down, TV fair. But no one here was taking off the rose-colored glasses—they were just polishing them a little, and still predicting a good second-half sales picture.

**SOUTH . . . JACKSON**—Put Mississippi's current hot, dry weather on the side of electrical appliance dealers. That's what dealers were giving credit for rising sales volumes in most major items.

One dealer reported sales in the fourth week of May up \$4,000 above the same week a year ago. Another said business was running 52% ahead of this time a year ago.

Air conditioners were a leading item. Other leaders included washers, refrigerators, television, deep freezers and ranges. The combination items, washer-dryers and freezer-refrigerators, are moving better than the same items in separate units.

Dealers said prices were holding firm.

**NORTH CENTRAL . . . OMAHA**—With air conditioning season approaching, dealers kept one eye on thermometer, the other peeled for early buyers. Sales ranged from "very good" to "behind last year."

One dealer forecast hot time ahead over Btu ratings: "We're confused, customers are doubly confused. Some ratings are phoney."

Marvin Suvalsky of Master Appliance and Furniture, Council Bluffs, said high-end models were "moving beautifully." Master rented an old city auditorium for a week-long furniture clearance and 15 extra clerks were hard put to handle response to radio and newspaper ads. Since Master purchased discontinued line from manufacturer, "some items in the clearance went for less than they normally cost us."

Doing cartwheels over first Dutch auction was Mike Lewis of Sol Lewis. Monday sales, normally 35% of week's total, doubled. Buyer interest was generated by one-day sale carried through week. With prices reduced on the hour as much as \$10, certain items, particularly

large whites and TV's, sold at half-price.

**MIDWEST . . . INDIANAPOLIS**—Dealers were slowly getting back on the sales track last week after being flatted by the 500 mile race. Appliance dealers took an advertising holiday since the race dominated all media before the event.

Laundry sales continued to lead a market which was still generally soft. Norm Vogel of Hamilton Washer and Dryer Co. was getting good sales on the deluxe model.

Bill Althaus of the William H. Block Co., was planning to promote built-in kitchen units to cash in on a growing market. Althaus will use a Hardwick gas stove as low-end leader with a Tappan free standing unit on top.

H. A. Nichols of Greybar Electric said sales were very soft, but anticipated an upturn in June.

Bob Curry, of Curry Brothers Refrigeration, was having good luck with a promotion for York and Fedders air conditioners. Curry was predicting that air conditioning sales would top last year.

**WEST COAST . . . SACRAMENTO**—Appliance dealers had heavy stocks of air conditioners for an expected June, July, August boom. As one dealer said: "We ran short last year and I guess almost every dealer did." In addition to refrigerated room air conditioners, dealers expected reverse-cycle, window-type air

conditioners were due for heavy buying. The rush for air conditioners coincided with the beginning of hot summer weather in this part of the country.

While it got off to a slow start, a Flameless Cooking Jamboree sponsored by the Sacramento Municipal Utility District got Sacramento area residents finally interested in electric ranges. Robert A. Moore, residential promotion expert for SMUD, predicted record sales before the jamboree ends June 18. SMUD backed the program with saturation advertising, and the Sacramento Valley Electric League offered a \$100 top prize and other lesser prizes for the best salesmen. The awards will be made June 28 at a victory party.

SMUD recently opened a brand new \$4,300,000 office building and immediately put into effect a program to stimulate interest in "electric living." Two meetings a day of club groups are held in the SMUD Electric Living Center. Marlen N. Davis, sales development department manager, said in the course of a year's time 15,000 persons will get a 30 minute pitch on electrical appliances. The center is also available to dealers for demonstrations.

While appliance sales were described as good generally, several dealers reported the "bloom is off the rose" in hi-fi and stereo and the "cream is off the top" in the TV field. Color TV sales were described as "lousy."

## Best Toledo Store Ad To Win Scholarship

. . . to the 1960 retail marketing school held by the National Appliance & Radio-TV Dealers Association at American University, Washington, D.C., Aug. 7-13.

Toledo's newspapers, "The Blade" and "Times," will award the scholarship to "the appliance dealer publishing the most effective and ethical newspaper advertisement during the period May 1 through July 15."

Four points, on which judging is based, will decide who wins.

1. Layout should be attention-getting without resorting to big, brash devices.

2. Headlines should give the complete message in as few words as possible in case a customer does not read the copy.

3. Copy should contain all the information a customer might need to buy or form an intelligent opinion of the advertised product. Copy should be warm and sincere.

4. Illustration, price comparisons and descriptive statements should be honest and easily proven. Dealer should make certain that FTC regulations are observed.



## 'This One's for the Missus'

WHEN ERNIE BANKS, star shortstop-slugger of the Chicago Cubs, visited the Whirlpool Corp. in St. Joseph, Mich., recently he made a hit with his wife—without rapping a ball out of Wrigley Field. He was presented an RCA Whirlpool automatic washer and matching dryer, food freezer and automatic dishwasher. Here, L. W. Howard, Whirlpool's national advertising director, shows the National League's most valuable player how to operate the washing machine.

## THIS WEEK'S COLOR TV

### MONDAY (All Times E.D.T.)

11 A.M. (NBC) The Price Is Right (Monday-Friday)

12:30 P.M. (NBC) It Could Be You (Monday-Friday)

10 P.M. (NBC) Steve Allen

### TUESDAY

8:30 P.M. (NBC) George Burns

9:30 P.M. (NBC) Arthur Murray

### WEDNESDAY

8:30 P.M. (NBC) The Price Is Right

### THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

### FRIDAY

9:30 P.M. (NBC) Masquerade Party

### SATURDAY

10 A.M. (NBC) Howdy Doody

10:30 A.M. (NBC) Ruff & Reddy

1:30 P.M. (NBC) Baseball, White Sox vs. Red Sox

7:30 P.M. (NBC) Bonanza

### SUNDAY

2 P.M. (NBC) Baseball, White Sox vs. Red Sox

8 P.M. (NBC) Music on Ice

9 P.M. (NBC) Chevy Mystery Show

# Trouble Ahead for Tax Free Air Conditioners

Back in November, when manufacturers and dealers were scrambling to beat the impending excise tax, the deal on air conditioners looked like a bargain. Now, some people are having second thoughts

Concern is focusing on advertising. Naturally, dealers were expected to stress the built-in price advantage (the new excise tax was 10%, levied on the manufacturers) of the pre-December 1959 units.

But as manufacturers started to check field advertising, they found that the tax free units were being used to disguise some price cuts or for bait and switching. Other reports filtered back that some were advertising tax free units where there were none available.

Last week some countermoves on a broad front became apparent.

- The Fedders Corp. sent out a

sharp letter asking its distributors to "properly police" advertising which pushes the excise tax free units and implying that co-op ad money would be stopped if trouble continues.

- The National Better Business Bureau was contemplating an investigation.

- FTC Chairman Earl Kintner got into the act by shaking his big stick at local retail advertising.

Fedders believes it has more tax free units on the market than anyone else, and reaction there was particularly strong.

"There has been indiscriminate use

of the words 'excise tax free' in some of our industry's advertising," ran the Fedders letter. This has created confusion and reduced to the marginal level any possible advantages in excise tax advertisements.

"We are asking all of our distributors to properly police advertisements containing this subject matter and return it to an intelligent level. Accordingly, unqualified use of the words 'excise tax free' will not be permitted. Advertisements indicating that the tax was sudden and without notice are not factual and unfair to IRS. This must also be eliminated."

Furthermore, Fedders asked distributors to make available to dealers a certification of the number of tax free units each had purchased, and recommended that dealers advertise the quantity of tax free units for sale.

At the National Better Business Bureau, an official questioned the amount of advertising appearing with the tax free angle.

"That does raise some questions" he said dryly. "There has been no investigation as yet, but we will probably be doing some work on this."

And the FTC's Kintner was zeroing in on misleading local advertising. Kintner called it "highly unfair" to force national chains to compete with any local firm making false claims in newspapers circulating outside the state.

**His remedy:** Bring local retailers under the same restrictions imposed on national chains. A test case on local vs. national store advertising in interstate newspapers was around the corner, too, Kintner indicated, to force just that issue.

## Fun in the Nassau Sun Combined With Some Lessons for Dealers

If there was a theme for the sun-burned seminar in Nassau it was the need for more customer orientation on the part of dealers.

George Foerstner, executive vice president of Amana, made that clear in a series of pithy, shocking examples of dealer failures drawn from a survey the manufacturer had made earlier this year. The Iowa concern had checked back with customers who had returned warranty cards. Some complaints:

- "What is the little clock for in the front of the freezer? The dealer couldn't tell me because he hadn't seen it before."

- "The dealer couldn't tell me about the clock because they only came out this year and he didn't have time to send a serviceman over to see about it."

- "My refrigerator vibrates, but the dealer said it was something he couldn't do anything about." (Diagnosis: the refrigerator had been mounted on only three of its four legs.)

Foerstner (who investigated customer satisfaction personally in the Miami area) said product knowledge of dealer salesmen is inadequate. He urged dealers to make sure that salesmen use the products they sell in their own homes.

This was the kind of practical instruction in the art of appliance-TV selling received by dealers who

jammed the lush, tropical Nassau Beach Lodge in Nassau, Bahamas, as guests of Peirce Phelps Inc., the giant Philadelphia distributor.

Keynote of the six-day conference for about 450 dealers and wives was "thinking in a relaxed atmosphere," said W. G. Peirce Jr., president. The relaxation was sun-burn, swimming, fishing, golf and the insistent calypso beat of the bongos.

**But the thinking was there, too.** In a pretty new departure for a dealers' trip of this size, three serious hours for three mornings were reserved for probing discussions of the problems of the industry.

On tap were some of the best minds in the business: President Peirce and his brother, J. Trevor Peirce, vice president of the host concern; William R. Davidson, professor of marketing at Ohio State University; Leonard C. Truesdell, president of the Zenith Sales Corp.; Russell Gray, vice president of the Carrier Corp., and Foerstner.

Davidson gave the dealers, at what Peirce Phelps called the Institute of Applied Management section of the eighth "Flight of the Stars" incentive trip, a cram course in retailing. He emphasized the future, including the somber warning that some of the top dealers might fail in the next decade.



### Here's Another Japanese Portable TV Set

MATSUSHITA PRODUCED this transistorized portable scheduled to go on the market next month. Retail prices around \$195. It works on household electricity or on a self-contained battery. The eight-inch set weighs only 21 pounds.

## WORLD APPLIANCE NEWS

- Airtemp division of Chrysler Corp. has big plans to move in on the British air conditioning and refrigeration market.
- West German electrical companies tell just how well they're doing: a sales increase for 1959 and first quarter 1960.

**NEW DELHI (McGraw-Hill World News)**—AB Electrolux of Stockholm expects to begin making refrigerators in India by mid-1961. The Indian government has granted permission to the Swedish company to manufacture refrigerators in partnership with two Indian companies, Vulcan Trading Co., Ltd. and Kalinga Industries, Ltd. AB Electrolux will hold a controlling interest in

the venture through a newly formed company, Electrolux India (Private), Ltd., Bombay.

The partnership will build a new factory to produce 4,000 to 5,000 refrigerators a year, beginning with 2.5- and 5-cubic-foot models. Total capital investment is estimated at one to 1½ million dollars.

**LONDON**—Airtemp division of

Chrysler Corp. is moving in on the U. K. market. In what Chrysler calls "the first stage of an ambitious program," assembly lines have been laid down at the company's Kew, Surrey, factory to produce warm air furnaces, condensing units, packaged air conditioners and liquid chillers ranging from one to 100 horsepower.

**BERLIN**—West German electric industry sales for the first quarter of 1960 increased 17.6% over the same period a year ago, according to the Central Assn. of Electro-Technical Industries.

Analysis of the association's report of a 12% overall sales rise in 1959 shows that 23.7% of produc-

tion was exported, an 18.3% increase over 1958 exports. Exports in 1959 were worth \$788 million of which \$544 million were investment goods and \$337 were consumer goods.

North, Central and South America absorbed 23.7% of German electro-technical exports, up from 19.7% in 1958. The Soviet bloc received 2.3%, up 3%. The lion's share went to European clients who took on 65.3%, same as in 1958. Of the latter, 24.3% went to Common Market nations, while 30.5% went to the "outer seven."

The industry as a whole boasts that it was one of the few in Germany that in recent years could decrease prices.



Another reason customers prefer

# HOOVER

## Handiest controls of any floor washer!



Convenient finger-tip trigger controls the amount of water that goes on the floor



Housewife has complete control panel in full view to show each stage of floor-washing operation.

Press the "dry" button... the Hoover vacuum-drys the floor quickly, automatically!

Demonstrating the solid advantages of the Hoover Floor Washer is what will close the sale. Things like on-the-handle controls... detachable tank with handle for easier filling and emptying... superior maneuverability because of the exclusive "swivel" nozzle... larger water capacity—and most important, Hoover quality throughout. Order from your Hoover representative. The Hoover Company, North Canton, Ohio.



# HOOVER

ELECTRIC FLOOR WASHER



**ON THE WAY FROM ZENITH**  
to be introduced at your Zenith Distributor showing

# EXCITING NEW ADVANCEMENT IN STEREO SOUND!

New engineering achievement accomplishes  
vibrant, living realism you've never heard before  
in high fidelity stereo in the home.

*it's*

**SOUND  
REVERBERATION**

IT'S THE MOST  
**DEMONSTRABLE  
FEATURE**  
SINCE THE INTRODUCTION  
OF HIGH FIDELITY

BY

**ZENITH**

IN EXTENDED HIGH FIDELITY  
STEREO INSTRUMENTS

An engineering achievement in  
sound reverberation combined with  
Exclusive Extended Stereo that gives  
you the greatest sound separation  
ever from a single cabinet.

WATCH FOR THE ANNOUNCEMENT DATES FROM YOUR ZENITH DISTRIBUTOR

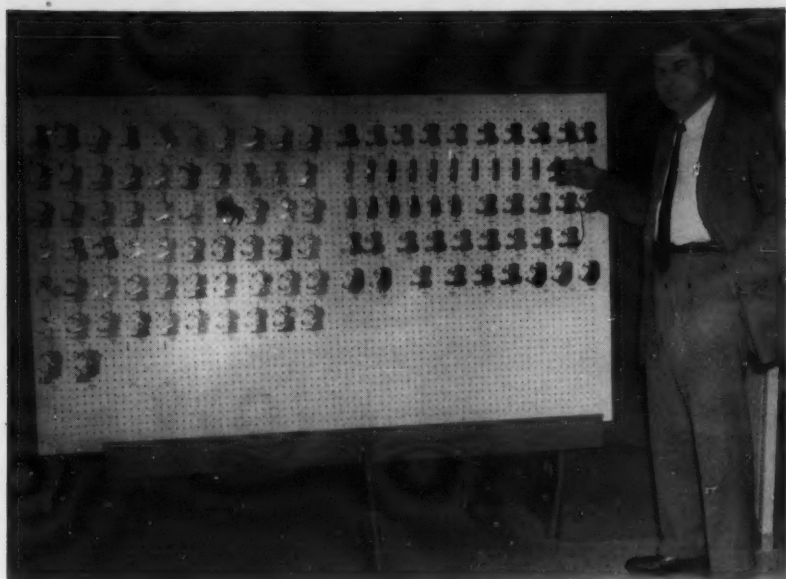
**ZENITH**

*The quality goes in  
before the name goes on*



ZENITH RADIO CORPORATION, CHICAGO  
39, ILLINOIS. IN CANADA: ZENITH  
RADIO CORPORATION OF CANADA LTD.,  
TORONTO, ONTARIO. The Royalty of tele-  
vision, stereophonic high fidelity instruments,  
phonographs, radios and hearing aids. 41  
years of leadership in radionics exclusively.





NEW G-E REPAIR KIT will replace the 130 appliance motor switches shown above. General Electric service specialist K. D. Blumhardt stands by the switches his study showed were used in most motor service calls.

## Switch Repairs Now Easy...

... if you use General Electric's new compact but versatile switch repair kit. The kit contains only 11 basic switches, but also includes all the hardware and tools you'll need to quickly construct 119 more. And that's all the switches you'll need to service most appliance motors, according to engineers at G-E's appliance motor department.

Service and inventory headaches should be reduced considerably, say the engineers. It costs time and money to carry the many different kinds of switches dealers normally need to cover most motor service calls adequately. Realizing the nuisance a large inventory meant to dealers, G-E decided to work on a plan that would greatly simplify switch repair.

An intensive study by G-E engi-

neers revealed the need for a way to make switch repairs easier. In conducting the study, K. D. Blumhardt of the company's appliance motor department solicited and received suggestions and ideas from field service representatives and motor service shops across the country.

Research results showed to General Electric's satisfaction that a dealer should have on hand 130 different types of motor switches to handle almost all appliance motor servicing. G-E's new kit was engineered to meet this demand.

Compact in design, the kit stands only 4 inches high and is 10 inches by 10 inches square. "The kit should help the serviceman eliminate a considerable amount of inventory costs," Blumhardt said.

## Sylvania Strikes Out Boldly

CONTINUED FROM PAGE 1

The 19-inch table model with satin finish, reflection-free screen at \$189 also was shown earlier this year.

All 23's are new. These include: a three-model table group starting at \$189 in metal ebony, stepping to three flavors of grain metal at \$219, and a Halolight version at \$239. All Halolight masks have been redesigned this year. When off, they're tinted beige to blend with wood and wood-look throughout the line. When on, they revert to their typical blue white light.

The 23's continue with an upright console with open list, a series of lowboy consoles starting at \$259 through \$369, and three Heywood-Wakefield all-wood models which match Wakefield's own Old Colony and Fascination furniture groupings. All three are Halolight units. The leader starting at \$495 is topped by remote control versions at \$550.

Sylvania stays out of the TV-stereo combo area of the mix, continues its one-chassis approach (without power transformer) and puts remote control in one 17, no 19's, four 23's. Both 19's and 23's are bonded-

tube types with face plate fixed to and wrapped around picture tube face.

Deluxe units throughout the TV line accent front sound, multiple speakers, phono-jack, automatic volume control, illuminated dial.

In radio, Bloom told distributors he's not afraid of the Japanese impact on American-made goods, but his leader in a seven-model line of radios drops two transistors to hit the \$19.95 ticket. It is followed by a stepup at \$24. Both use four transistors, 2-inch speakers, and are 1-7/16 inches thick.

Two coat-pocket sizes use four and five transistors at \$19.95 and \$29.95 and eight transistors at \$39.95.

Two clock portables use Westclox battery-operated clock movements with automatic wakeup controls and sleep switches. Plastic-cased leader comes in at \$49.95 and leather step-up at \$54.95. Both require five pen-light cells; four for the radio, one for the clock.

The table model line includes the matched, or single, Symphonettes, a \$49.95 AM-FM and a super de-

there will not be a  
better time to buy  
an air conditioner

**Carrier**

**THAN RIGHT NOW**

because right now BENCO-CIRO can offer  
you tax-free air conditioners . . .

51 AP 2-1/2 H.P. **129<sup>95</sup>**

Phone for FREE Survey  
to Accurately Determine your  
Exact Cooling Requirement  
at Your Home or Office

**Call Di 9-1640  
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APPOINTMENTS ARRANGED FOR DAY OR EVENING

New York's Largest Independent Fedders Dealer

**BENCO-CIRO Belnord Inc.**  
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## Are Their Faces Red!

CO-OP ADVERTISING MANAGERS of both Fedders and Carrier got more gray hairs because of this ad in the "Long Island Daily Press." The ad was placed by Benco-Ciro-Belnord for Carrier, but the newspaper inadvertently left in the slug which declared the company is "New York's Largest Independent Fedders Dealer" (see arrow). This line is used by the retailer in its advertising when pushing Fedders air conditioning. A Fedders spokesman said his company found the error amusing. No results of the ad were available.

## The Cumulative Box Score On the New Television Lines

Here's a rundown on major features of the new TV lines:

**General Electric:** A 19-inch table model series with out-front flanking speakers, beginning at \$209. A four-model line of 17-inch designers; 21's in five models starting at \$189 and 23's in a table model at \$209, a series of upright consoles and lowboys beginning at \$249. (EM Week, May 23, page 1.)

**Motorola:** A 19-inch transistor portable at \$275 with battery at additional \$88. Also a five-model line of "junior consoles"; a six-model standard line of 23's, deluxe 23's and top-of-the-line 23's with Drexel styling. (EM Week, May 23, page 1.)

**RCA:** Adds 19 and 23's while carrying over the 17's and 21's in a 30-model black-and-white line. At the top of the line is the Henredon cabinetry series of three models. In color TV, there are 13 models. (EM Week, May 30, page 1.)

lux AM-FM at \$99, the latter with jacks for phono or jacking in of multiplex adapters.

Three clock radios use Telechron movements and feature Sylvania's own Panelescent faces. They range from \$24.95 to \$49.95.

In stereo, Bloom showed five portables and one monophonic (at \$32.95) leader. The top portable, with AM-FM has a 10-watt peak dual-channel amplifier and delivers three-channel sound through a 6-inch speaker in the main piece and fives in the wing pieces. Only the leader and the top of the line were priced.

The \$139 console is the only new model and represents a continuation of a Sylvania policy of not making full stereo lines. Instead, they go the Magnavox route and drop in new models when needed or desired.

Four of the Sylvania executives were wearing new titles to a national convention for the first time:

Pete Grant, who had been vice president for national sales under then-president of the Home Electronics Corp., Bob Shaw, replaced him when Shaw resigned earlier this spring.

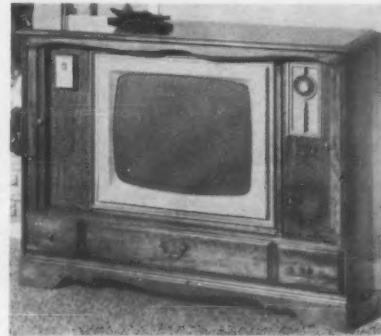
Jake Miller, who was Washington, D. C., district sales manager, has been pulled into factory in Grant's

job of vice president national sales.

Ralph Bloom, who was district sales manager in Indianapolis, takes the spot held by Jack Lau, former radio-hi-fi sales manager, who has departed factory for field experience in the Middle West.

All report to Bob Kenoyer, new vice president and general manager of the Sylvania Home Electronics division of which the Home Electronics Corp. is the marketing subsidiary. He was corporate controller of Sylvania Electric Products, Inc., the once parent company which is now a division of General Telephone and Electronics Corp.

OLD COLONY model is one of Heywood-Wakefield group topping the Sylvania line.



# NEMA Tries to Wrap Up a Single Big Package

Included in it would be the promotional and publicity activities of all of the sections which make up the new consumer products division

There doesn't seem to be much doubt that the advocates of more integrated promotional activities have carried the day within NEMA. But what remained uncertain last week as EM Week went to press was exactly what moves would be made to implement this decision.

The basic decision was made earlier this spring at a board of directors meeting in Washington.

Heretofore, promotional activities have been carried on by individual product sections—dishwashers, ranges, electric housewares, etc.

But key members within NEMA leveled two major criticisms at this policy. They felt, first, that they weren't getting their money's worth from their investment in these unrelated programs. And they were convinced that these programs were overlapping. The fact that three product sections held three individual press parties within three weeks in New York a year ago was cited as proof of the fact that unnecessary duplication was taking place. Members also feared that the individual



ARCHITECTS OF NEMA'S NEW LOOK include, left to right, Westinghouse vice president John Craig, NEMA's R. D. Smith, and Homer Travis of Kelvinator, chairman of the new consumer products division.

sections were antagonizing rather than converting utilities by approaching the power companies separately. Last year, said critics, one NEMA promotional man left the office of a key utility merchandising executive only to run into another NEMA man in the waiting room.

Last week in Chicago members didn't know exactly what to expect as they convened for the first general meeting of the consumer products division. There was a general feeling of enthusiasm over the reorganization of NEMA itself and the creation of the consumer products

group which could function as a "little" trade association.

But some had expected that NEMA officials would have done something to implement the April decision to integrate all the promotional programs. NEMA executives—and other members—however, felt that it was up to the board of directors to take specific action during the Edgewater Beach meeting.

That was the situation as the convention opened on Wednesday morning. Throughout a morning of non-controversial speeches speculation continued as to exactly what would be done on the question of integrating programs. By Wednesday afternoon (EM Week's press time) it became apparent that the board of directors would be asked on Thursday afternoon to take specific action authorizing such a program. Most observers thought the board would appoint a task force to select one agency to undertake the program.

That was the speculation. No one was sure that all this would happen. But the sentiment seemed overwhelmingly in favor of the new program and as Wednesday wore on the odds grew better and better that NEMA would indeed succeed in wrapping up its promotional efforts in one big package.



BIG BILLBOARDS LIKE THIS are supplementing a spot radio campaign in over 100 major markets for Gibson refrigerators and local Gibson dealers.

## Gibson Launches Double Campaign

Local Gibson dealers in 100 major markets across the country are signed up for tag announcements on billboards and at the end of radio advertising spots.

Getting off the ground in Southern and Southwestern states last month, "Operation Double Exposure" last week was covering the rest of the nation. This year's big ad campaign, combining the colorful splash of big outdoor posters with the saturation coverage of spot radio, is a greatly expanded version of the radio campaign Gibson ran last year at this time. Results of last year's warm weather program were termed "highly satisfying" by Dale Heinlen, advertising and promotion manager for Gibson refrigerator division of the Hupp Corp. "Operation Double Exposure" is designed to add sight to sound this year, Heinlen went on to explain.

Radio spots will cover all Gibson products as well as Gibson's Hawaiian Jet Holiday consumer con-

test. They begin and end with a singing jingle. Each spot has a tag for local dealer listings.

Big billboards (24-sheet size), lining highways throughout the countryside, will hit thousands of motorists with four-color art covering all Gibson products. Each outdoor poster has space at the bottom for the name of a Gibson dealer just down the road or in the next town. In some areas where billboards are not available, Gibson will turn to ads in local newspapers to get the message across.

In any case, it all adds up to lots of public exposure for Gibson products and the names of Gibson dealers who tie in with the program. Gibson has already got the home folks crowding into appliance dealers' stores for hula demonstrations (see Business Briefs, page 2), and now Creative Group, Inc., Appleton, Wis., Gibson's ad agency, hopes the "double exposure" campaign will bring in even more traffic to local dealers' stores.

## Washer Transmissions: Easy Backs "For Life"

A "lifetime" warranty now covers all Easy "Velvapower" transmission parts contained in its domestic washers. The Easy Laundry Appliance Division of the Murray Corp. of America has assured dealers that the warranty applies to all washers now in dealers' hands. Easy believes this is the first time such a step has been taken in the home laundry appliance industry.

Extensive testing of Easy's washer transmissions, carried on for several years, made the warranty possible. Engineers found that transmission parts "far outlasted the normal life expectancy of washers."

Heavy overloading was included in the tests which took place in homes, in coin-op laundries and in the lab of an independent testing company.



## 'Feeding a Family or a Crowd'

THAT IS THE THEME of the kitchen exhibit of the Hobart Manufacturing Co. at the Chicago Museum of Science and Industry where Susan Cash is turning on this illuminated built-in dishwasher. The exhibit is a permanent feature.



HERE ARE THE FEATURES THAT PROVE YOUR STORY OF...

# WASH-ABILITY

These advanced engineering achievements in an RCA WHIRLPOOL demonstrate the proof!



*Laundry results that please the most fastidious.*

- **Magic-Mix Filter\*** . . . combines lint-free washing with automatic dispensing of detergent.
- **Automatic Bleach Dispenser** . . . stores then blends in bleach at the proper time.
- **Surgilator\* Agitator** . . . stubborn soils are loosened and removed by swishing currents of sudsy water that penetrate every fiber.
- **Rinse Conditioner Dispenser** . . . automatically adds conditioner to make clothes softer—cut ironing time.
- **Free-Flow\* Drain** . . . there is no redeposit of soil and soap scum because wash and rinse water drain away from the clothes (not through them) while they are held in suspension.

- **Thorough Rinsing** . . . a correct combination of penetrating sprays and an agitated deep rinse flushes away soil and dulling soap scum.
- **Eleven Cycle Cleaning Action** . . . automatically sets correct time, speed, wash and rinse temperatures for all types of fabric.

Add to these such features as gentle wash and rinse action for delicate fabrics, automatic pre-soaking or washing, small load water saver, Suds-Miser®, plus suspension cooling to restore wrinkle resistance in wash 'n wears, and you have a cleanability story to convince the most skeptical buyer.

\*Tmk.

**Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!**

**RCA Whirlpool**

Your family will love our family of home appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



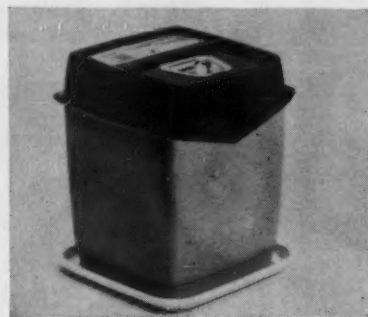


## How to Move Goods Fastest?

On any given week, "This Week" will be happy to supply an answer. With a circulation over 13 million, the newspaper supplement feels it's in a position to tell advertisers to Buy The Big One and not be misunderstood.

Recently, the magazine went to Dallas, set up a booth at the National Assn. of Electrical Distributors' 52nd annual convention (see picture at left) and proceeded to sell anyone who dropped by.

Doing the explaining here was, from right, Ed McCrum of "This Week" to Dick Ellsworth of Westinghouse and Art Hooper, executive director of the association.

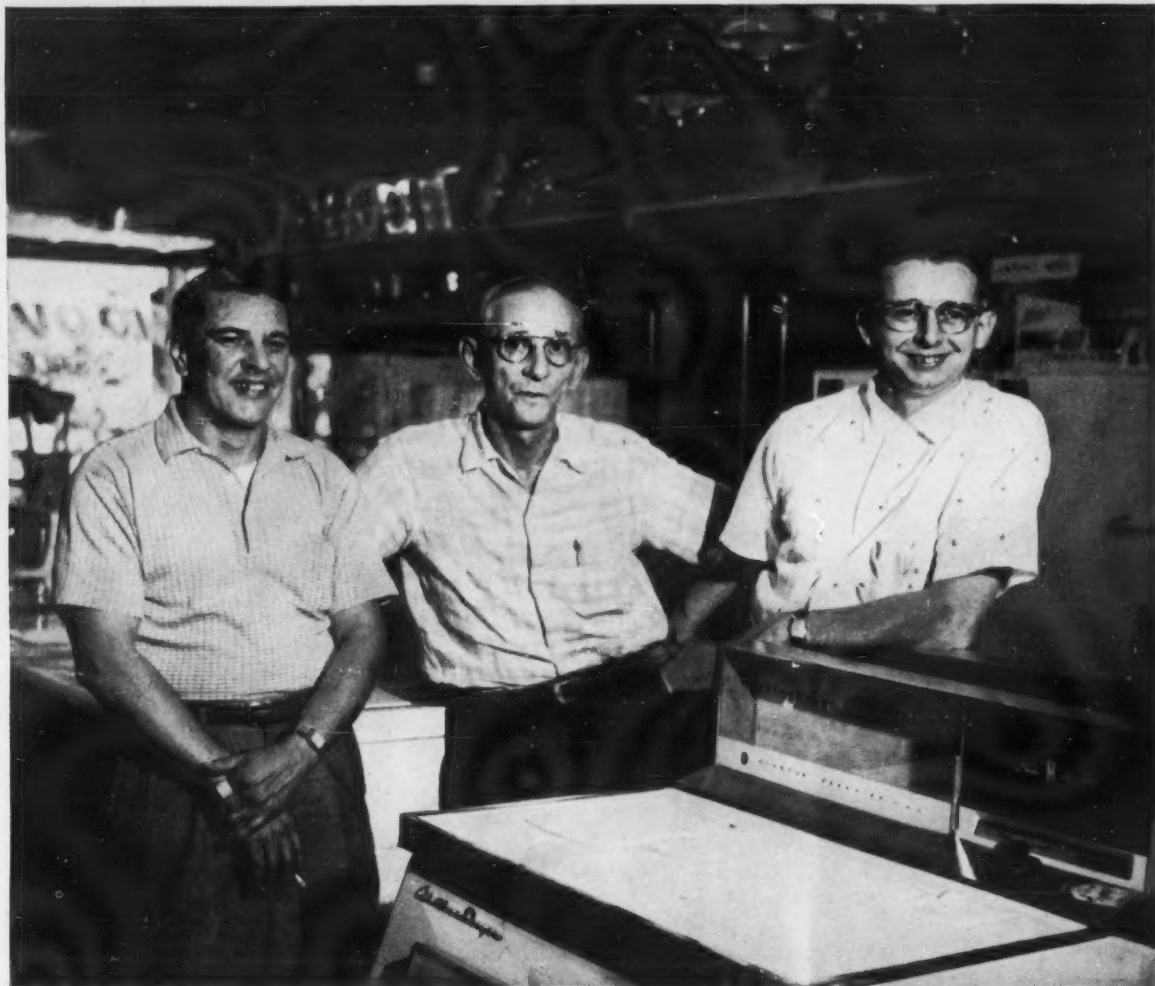


## NORTHERN Vaporizer-Humidifiers

A new line of vaporizer-humidifiers featuring individual control of vapor flow, new design, and night lights is introduced.

Four models, from 2- to ½-gal. capacity feature medicament wells in plastic tops and shut off automatically when water supply is used up.

The 2 deluxe units are made of durable heat- and break-resistant plastic in 2-tone combinations. The 2-gal. and 1-gal. models have a knob to regulate flow of steam to meet individual requirements. A jeweled night light is set into top. The 2-gal. vaporizer at high end of line has removable corrosion-proof medicament cup; generates steam for 14 to 18 hrs. without refilling; 1-gal. model generates steam for 8 to 10 hrs. Clear glass standard units have heat-resistant plastic covers; 1-gal. model steams continuously for 8 hrs; features a matching plastic carrying tray. Economy ½-gal. unit steams for 4 to 6 hrs.; has wrought iron stand. Prices, \$11.95 to \$4.95. Northern Electric Co., 5224 N. Kedzie, Chicago, Ill.



CHET KRUEGER, Wiring Manager

HERMAN HILL, Salesman

STAN BENCA, Store Manager

## "These men and the Yellow Pages keep my business growing!"

says Ted Hill, Prop., Ted Hill Wright Electric, Inc., Michigan City, Ind.

"They're a real sales-making team! First, the Yellow Pages does the job of introducing us to all new families in our area . . . tells *what* we have to sell and *where* to find us. And then these three men take over. They do the job of turning interested prospects into satisfied customers."

Prospects in your selling area want to know *what* you sell and *where* you're located. An advertising program in the Yellow Pages can build the *AWHERENESS* of your business that will send more customers your way. Call the Yellow Pages man at your Bell telephone business office, and plan your advertising *now*.



**BUSINESS BOOSTERS!** Ted Hill Wright Electric, Inc. advertises its wide selection of appliances and brands under a number of Yellow Pages headings. This display ad (reduced) appears under *Electric Appliances*—Household Retail.

Find Us Fast  
In The  
Yellow Pages

Display this sales-building emblem wherever your prospects can see it. The Yellow Pages representative will gladly supply as many as you need.

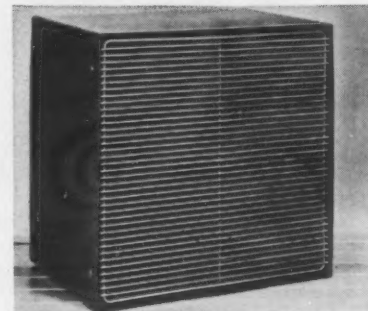


## SPARTUS Twins

"Golden Heritage Twins" matching clock and thermometer have Arabic numerals; gold finished case and connecting 18-in. chain. Motored or 8-day, \$12.50 or \$15. Spartus Corp., 2110 W. Walnut St., Chicago.

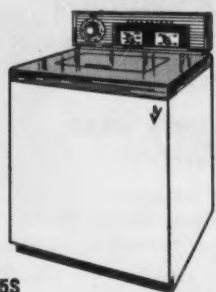
## MANESCO Air Purifier

Features an efficient fan to circulate room air through activated charcoal filter plus a germ killing permachem Fram filter. 3 portable models: 100, 200 and 500 cfm. Distributed by Manesco, Inc., 605 Plandome Rd., Manhasset, N. Y.

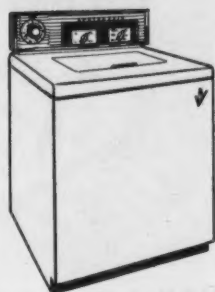


Other New Products on page 12.

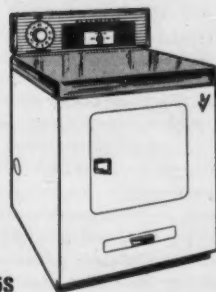




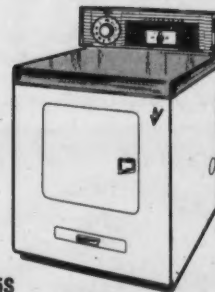
**WAC-75S**  
3 cycle automatic...stainless steel top



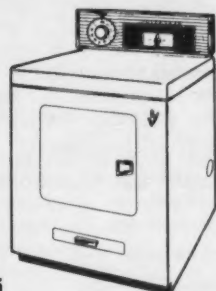
**WAC-75** deluxe 3 cycle automatic



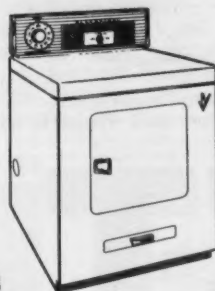
**DEC-75S**  
deluxe electric dryer...stainless steel top



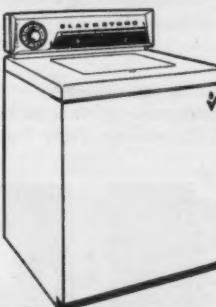
**DGC-75S**  
deluxe gas dryer...stainless steel top



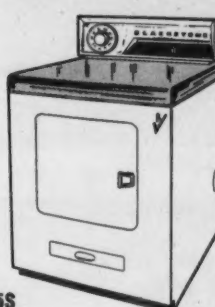
**DEC-75**  
deluxe electric dryer...white enamel top



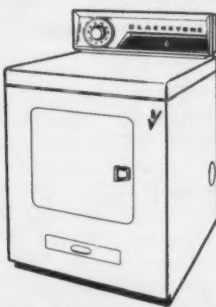
**DGC-75**  
deluxe gas dryer...white enamel top



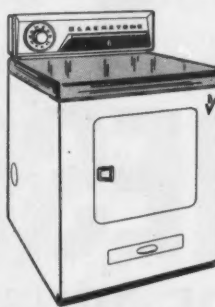
**WAC-65** deluxe 2 cycle automatic



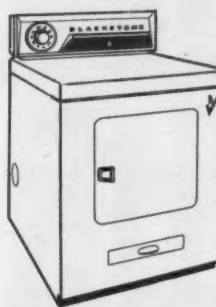
**DEC-65S**  
electric dryer...stainless steel top



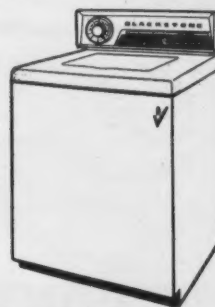
**DEC-65** electric dryer...enamel top



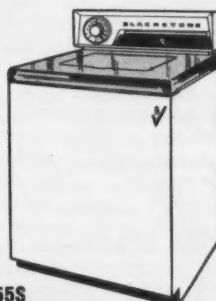
**DGC-65S** gas dryer...stainless steel top



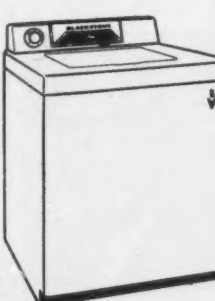
**DGC-65** gas dryer...white enamel top



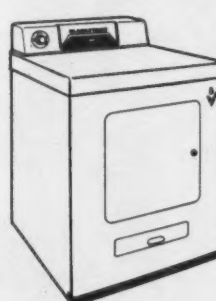
**WAC-55** 2 cycle automatic



**WAC-55S**  
2 cycle automatic...stainless steel top



**WAC-45** automatic washer



**DEC-45** automatic electric dryer



**DGC-45** automatic gas dryer



**WRA-30R**  
deluxe wringer washer...rinsing wringer



**WRA-30P**  
deluxe wringer washer...automatic controls



**WRA-20P** deluxe wringer



**WRA-15P** wringer washer with pump



**WRA-15** wringer washer



**WRA-10** and **WRA-10P** wringer washers

**YOU NAME IT...**

this year

**Blackstone's GOT IT!**

America's Fastest Growing Laundry Line

Blackstone Corporation, 1111 Allen Street, Jamestown, N.Y.

**MAGICOOK Table Cooker**

This portable Magicook cooker, imported from England, is designed to cook meats, fish, fowl in a variety of thicknesses, also to grill sandwiches

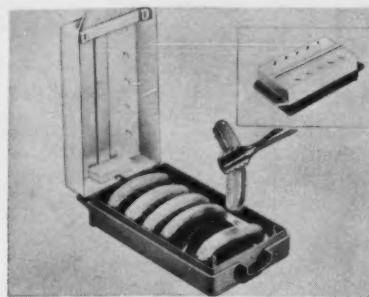


etc. at quick speeds. It also cooks frozen foods, such as French fries in record time. Steaks can be grilled in 60 sec; bacon becomes crisp in 20 sec; hamburgers in 90 sec, etc. All foods are grilled on both sides without turning. Seals, tenderizes, seals in juices.

The fast cooking facility, the manufacturers say, is accomplished by embedded, indestructible infrared elements, top and bottom, which are silicone-treated plates. Although heat is not felt by the user, the elements generate heat evenly throughout food. The Magicooker uses 1500w, 110-120v, ac only. It is chromeplated with a pearl gray base.

Available in regular and "Deluxe" models.

Price, regular model, \$99.95; Deluxe, \$129.95. Imported by Transistor World Corp., 52 Broadway, New York City.

**DOMINION Cooker**

Cooks 1 to 6 hot dogs in 90 sec. automatically from inside out; seals in juices; current starts when lid is closed, stops when open; black and white plastic case; detachable immersible base. No. 2105. Price, \$7.95. Dominion Electric Corp., Mansfield, O. Other New Products on page 29.

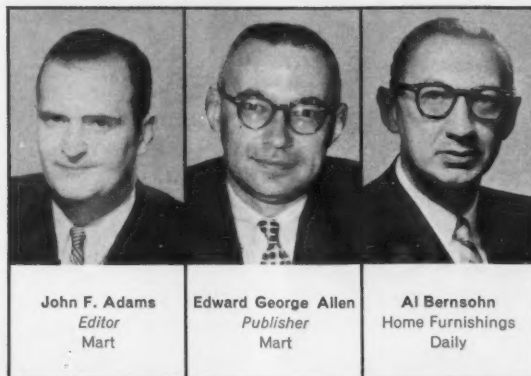
28th in a series of weekly Gibson messages to all appliance dealers

# MEET THE PRESS

## AT GIBSON'S WAIKIKI COLLEGE OF PROFIT!

Here's the "faculty" of Gibson's Waikiki College of Profit, the most respected gentlemen of the business press. Each will be a featured speaker at daily breakfast seminars held during Gibson's September-October convention in Hawaii. These are the men who report on *your* business, the men whose articles *you* look to for guidance in helping you run a profitable business. *Only Gibson* gives you a chance to meet and hear them *first-hand*. Plan now to sit-in on one or more of these profitable round-table discussions, conducted by experts in the appliance field, during Gibson's fabulous *Hawaii by Jet* sales meeting.

You still have time to qualify—see your Gibson Distributor.



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WANT TO HEAD FOR HAWAII BY JET?

**get going...get**

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## DATELINE: EUROPE

## The British Worry About Their Exports

By LAURENCE WRAY, EDITOR

*The fourth in a weekly series of reports written on the scene in Europe*

Like their German, French and Italian cousins, British appliance-TV manufacturers have a bright and hungry gleam in their eyes whenever the potentials of export business are discussed. The flowering in 1959 of the six-nation European Common Market (led by France and West Germany), together with the seven-nation European Free Trade Association (led by Britain), both designed to gradually eliminate tariff restrictions among the member nations, whets the productive appetites of manufacturers from Rome to Stockholm.

But the British have an agonizing sense of frustration. They know full well that a stable, prosperous and growing market in their own country is necessary to provide the basis for invading other markets through exports, but today they are finding their home market an embarrassment of riches. With the removal of credit restrictions and the lowering of the government's excise tax on white goods a year ago, the British public's appetite for major appliances has become voracious. Refrigerator production doubled in one year from 450,000 units to 920,000 units, for instance, but sales outstripped production and they wound up importing 13% of their market's requirements. And all the evidence points to a similar expansion during the current year. So, instead of Britain's appliance export business being on the rise, it is actually on the decline.

In the meantime, foreign competition is becoming more intense every day. West Germany, Holland, Italy and Switzerland appear to be the leaders among imports to Britain of refrigerators, washers, cleaners and shavers. There is still a favorable balance of British appliance exports over imports, it is true, but the British still don't like to see the volume of their exports declining at a time when they feel they should be increasing. Not that they are shedding any crocodile tears over the situation; you don't see your basis home market double and redouble without taking pardonable satisfaction in the necessary expansion of your production and marketing facilities. The groundwork is at least being laid for the day when the productive capacity of appliance manufacturers exceeds the domestic demand.

One thing that really dealt a body-blow to the British appliance export business was the long post-war period of restrictions on the production and sale of all types of consumer durables. During those years, Germany passed Britain as an exporter of appliances and other Continental competitors also moved quickly into commanding positions. Curiously, Britain's dilemma of an over-hungry home market for its products, confronts some of its for-

eign competition, too. The giant strides most of the European nations have made towards increased industrialization and higher standards of living, have created vastly expanded markets for appliances, radio and television sets in those same countries. So German, Italian, French and Swiss manufacturers

are also tasting a little of the British dilemma, even if not quite to the same extent because of somewhat lower average income levels. The payoff, though, is clearly revealed in the trend of imports vs. exports in European countries: imports over the past five or six years show a marked decline and exports to other countries show a startling increase. In other words, the rate of production in Continental countries has more than kept pace with the demands of their own peoples, leaving a healthy enough surplus for export. Britain, on the other hand, will probably need a few years—and precious ones—to catch up.

**The radio-television picture.** Britain's export sales of radio sets (including car radio), phonograph combinations and TV sets, just about

held their own last year, compared to 1958. In the radio set category, British production has been stabilized for the past three years at about 1.6 million units. The home market absorbs about 1.35 million of them and exports account for the remaining 0.25 million. Last year saw a gain of 3% over 1958, but a 16% loss over 1957, so the export picture actually shows a loss.

Radio-phonograph combinations showed a sharp decline in production last year over 1958—a whopping 33%. Only 176,000 units were made, against 264,000 in 1958. But exports of 17,100 units were up 1%, so they held their own.

Total TV set production was 2.8 million sets in 1959—a tasty 43% increase over 1958, but here again export sales declined by 3% from the previous year.

*Continued on page 20*

put  
yourself  
in this  
big  
picture



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**33<sup>rd</sup> NHMA**  
**National Housewares Exhibit**  
**July 11-15, 1960**  
**ATLANTIC CITY CONVENTION HALL**

*Serving the housewares industry since 1938*

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

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200 TV STATIONS—  
201 RADIO STATIONS—  
FEATURING  
**CONVENTION  
SPECIALS**  
ON **6**  
PRODUCTS!

**DOG-O-MATIC**  
  
NEW LOW PRICE \$7.95  
Plus! "Get a Buck Back" Consumer Promotion!

**BUFFET FRY PAN**  
  
See your distributor  
about the big Fry Pan deal!

**BUY  
NOW!**

**A Westinghouse  
LANDSLIDE  
OF VALUES!**

**WIN  
WITH  
WESTINGHOUSE**



# Never before

selling event—for you,

from Westinghouse! It's the big "Landslide of Values," which starts rolling this week and reaches full momentum during the July Political Conventions. We're spotlighting 6 great products: ★ new Buffet Fry Pan ★ Dog-O-Matic Electric Hot Dog Cooker ★ two Electric Can Opener models ★ Spinjet Vacuum Cleaner and ★ new Power Mixer. And there's a terrific selling deal for you on each product. All of them will be offered as July Convention Specials—specials no bargain-wise buyer is going to pass up. To make sure traffic heads for your store, we're backing you with radio and TV commercials at both Political Conventions—with





Betty Furness and Walter Cronkite selling for you. Of course, there will be an all-out sales promotion campaign running the whole while, too. Make this "Landslide of Values" the most housing sales-stimulator in your history. Get on the band wagon today — call your Westinghouse distributor for all the exciting details!

# Westinghouse INNOVATIONS in Portable Appliances

Tune in Westinghouse-CBS TV-Radio Coverage, Presidential Conventions, July 10-29.



# Never before



Here's how the "Get A Buck Back" Promotion  
sells Dog-O-Matics for you:

1. Over 100 hot dog packers will insert 12 million coupons in 1 lb. hot dog packages.
2. When your customer buys her favorite hot dogs, she retains the special coupon.
3. She then buys a Dog-O-Matic from you . . . at your selling price!
4. She mails her hot dog coupon plus the Dog-O-Matic warranty card to the address indicated on the coupon.
5. Westinghouse mails \$1, plus 5¢ postage, back to your customer.

**COSTS YOU NOTHING...BOOSTS YOUR SALES!**



JOIN THE FUN!  
**BIG NATIONAL HOT DOG MONTH**  
 "GET A BUCK BACK" PROMOTION!

12 MILLION COUPONS  
**SELL DOG-O-MATICS FOR YOU!**

No cost to you—Westinghouse  
 pays the buck back to  
 your customers!

CONVENTION  
 SPECIAL!  
 NEW LOW PRICE!  
**\$7.95**  
(suggested retail)

a tie-in so well calculated to whet appetites—and boost your sales! July has been proclaimed "National Hot Dog Month" and what better ways to celebrate than to: (1) feature a special, new low price on the Dog-O-Matic, (2) get Swift, Armour, Hy-Grade, Smithfield, and 100 other leading hot dog packers to join us in a big Dog-O-Matic "Get a Buck Back" promotion, and (3) aim powerful TV commercials to the right audience at a "never before" time—to every hot dog-loving family in America during the Republican and Democratic Conventions. Best of all, you don't have to do a thing—except to stock up on Dog-O-Matics—and count your profits! Get your share of the Dog-O-Matic action—call your distributor about the Westinghouse "Landslide of Values" today!

# Westinghouse

**INNOVATIONS in Portable Appliances**

Tune in Westinghouse-CBS TV-Radio Coverage, Presidential Conventions, July 10-29.

**THE LADY AND THE LINES.** Stereo splits into three price lines, says Ann Martin. The first is the portable set, the second "commercial" packages like the RCA and Zenith consoles at left, and the third, "custom" packages like Pilot and Fisher.

**At Werlein's in New Orleans, Ann Martin runs the stereo department so successfully that the store moved 1,800 sets last year. The secret, says Mrs. Martin, is simply that . . .**



# STEREO

## Doesn't Scare Us . . . And We Don't Let It Scare

"Stereo can be just as complex as you want to make it, for both salesmen and customers," Mrs. Martin continues, "but when you keep it simple, you make it easy to sell, easy to buy."

**De-confusion has become an art** at Werlein's for Music, New Orleans' key music house, where Mrs. Martin manages the white goods, television and stereo departments with a firm, though feminine, hand.

"Our whole approach to stereo takes off from this one idea: We're here to sell people pleasure, not to educate them!"

"When they come in all bewildered and ask what stereo is and how it differs from hi-fi, we simply tell them it's a division of sound into highs and lows so we can listen to it with both ears, as nature intended; hearing hi-fi, which isn't divided, is like listening with one ear.

"Then, as quickly as we can, we lead them into a demonstration, and shift the whole matter of buying stereo onto an elementary basis of listening pleasure and personal preference."

**Two basic prospect-types** come to Werlein's for stereo. Each brings with him his own preconceptions, and each places a different value on music in the home.

**One buys the word "stereo."** Everybody's talking about this exciting new music, and that makes it the thing to have. This prospect is by no means clear on how stereo works, doesn't really want to go very far into the subject, and is relieved to realize the salesman isn't planning to get technical. He and his wife are apt to be more interested in how the set will look in the living room than in the quality and range of sound it reproduces.

At Werlein's, this type is considered a hot shot for a "commercial package" (RCA or Zenith), and an excellent possibility for a stepup on the strength of cabinetry alone.

**The other buys premium sound** in the convenience of a package. He knows music and respects

it. To him, it's a source of deep enjoyment, not temporary diversion. But the fact that he can whistle Mozart makes him no less a novice in the realm of cycles per second. All he really wants is to be able to reproduce music at near-perfect standards, but without the complexities of turntables in linen closets, amplifiers behind folding doors and speakers in walls.

Mrs. Martin and her staff are quick to identify this man as a "custom package" prospect (Pilot or Fisher). He can be moved up on pure performance and features, and has an eye for fine cabinetry. His range: \$700 to \$2,500.

**Audiophiles invade Werlein's** now and then, but they're not considered prospects for packaged stereo (the store handles no components), and are given short, though polite, shrift.

"They come," says Mrs. Martin, "to dazzle us with their technical knowledge, thinking we must have lots to talk about. But we gently pull the common ground from under them by admitting right off the bat that they know far more about sound than we do."

With that, the bugs wander off to order components through audiophile magazines or to buy them direct from specialists, and Werlein's gets back to the business of selling packages.

**Demonstrations make sales** at Werlein's but there's more to it than lifting the nearest lid, and dropping on the handiest disc.

The salesmen don't use special effects records. ("Fine," they say, "if you want ping-pong and freight trains.") Instead, a salesman will find out the type of music his prospect prefers, then a selection he likes, then, if possible, a particular version of that selection.

The salesman excuses himself, walks back to the record department, finds the record he wants, brings it back to the listening room and plays it for the prospect.

Says salesman Milton Thiel, "There's no better way in the world to demonstrate stereo. It gets you close to your prospect right at the start, turns the demo into a pleasant experi-

ence for him, and tips you off to his taste in music, which is one good way to qualify him."

**The salesmen don't switch records** during a demo session, unless requested to. If the prospect wants to hear a portable, then a console, the same record is played on both.

"It makes the contrast in quality easier to hear," says salesman Ernie Carey, "and your man won't think you're trying to curve-ball him. You ask him if he hears the difference. He's got to say yes, and there's your chance to tell him why in words he can understand."

**Three price-lines** of stereo are merchandised at the New Orleans store. All are indispensable to the operation: Each pulls its own weight in profit return, while serving a specific purpose. With the three, the department spans the market from mass to class.

**Portables do double-duty** as leaders and profitable merchandise. "Stereo for \$29.95" (low end of the Decca line) is a powerful puller, and Mrs. Martin uses it with great effect in her ads.

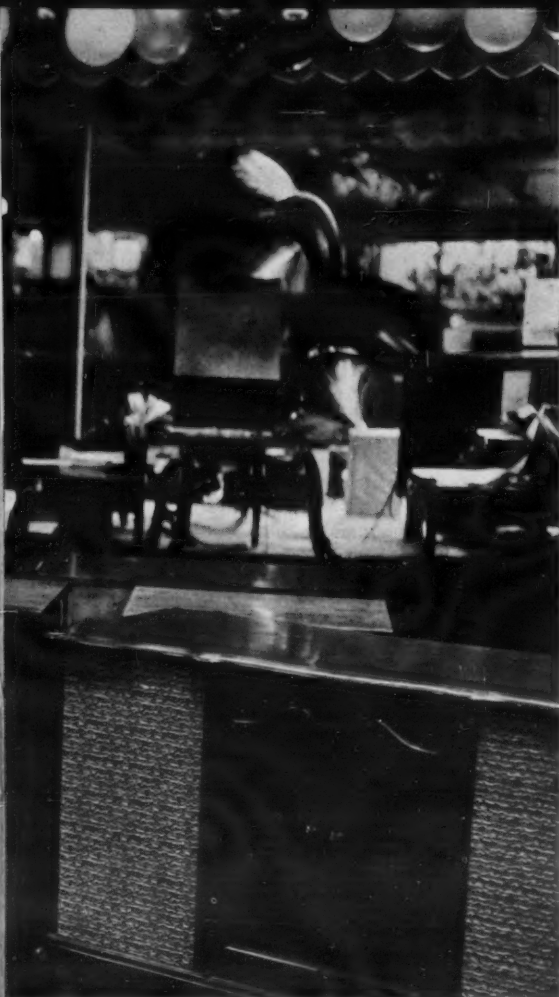
Leader advertising draws people in three categories: (1) those who, for definite reasons, insist on portables, but can be switched in brand and moved up to the \$80 to \$250 class; (2) those the salesmen are able to step from portables to consoles; (3) those who can afford only the low end. To the latter, \$30 and \$40 merchandise is sold without hesitation.

"These people want stereo," says Mrs. Martin, "but they have to buy price. It doesn't take long to sell them, and they're usually happy with what they get."

Beyond that, the store pulls a respectable 33%-plus markup over cost out of most of its low-end portables.

**Commercial packages sell fast** at Werlein's. Mrs. Martin keeps this vital part of the stereo operation clean, simple and free of confusion for customers and salesmen by holding her commercial package lines to two—RCA and Zenith.





**SHOW IN THE WINDOW** is key ingredient of the store's Stereo-Fair. Here Fisher Radio's John Middlebrook uses antique phonographs to conduct an "evolution of sound" demo.

**VARIETY OF PROMOTIONAL** techniques is used to publicize the Stereo Fair. Record giveaways, door prizes, free tickets to local events and prominent use of "was-is" pricing are among the ingredients.



## Werlein's Stereo-Fair is a "Selling" Show

Werlein's "Stereo-Fair" has everything Ann Martin feels a stereo promotion needs . . . timing, pricing, publicity, entertainment, decorations, gimmicks and a twist.

The fair is staged twice a year: The third week in November, just before the big Christmas advertising surge breaks, when Werlein's can steal the paper with a few thousand lines; and in late March, in time for the Easter and graduation gift seasons and shortly before income tax returns begin flowing, yet well in advance of summer and dollar competition from air conditioning and vacations.

To make it a selling show rather than merely institutional, every instrument is reduced at least 5% and so indicated on a large, was-is tag. Slow movers are cut more.

Ad frequency is stepped up sharply; placards tour the city on Werlein's trucks; pick-up literature announcing the activity is placed on racks inside and outside the store.

Crowds are pulled by institutional entertainment. This March, Metropolitan Opera basso

Ramon Vinay and Pete Fountain, clarinetist, made appearances that were televised.

In the main window, John Middlebrook of Fisher Radio Corp. conducted "evolution of sound" demonstrations, using a collection of antique phonographs.

The store is dressed in its promotional best for the Stereo-Fair. Grabbing attention outside, colored pennants flap on halyards criss-crossing the five-floor facade. The marquee is colorfully signed, a two-piece group plays outside; inside are balloons, paper streamers.

This March's gimmicks included merchandise certificates as door prizes, pearl necklaces for ladies hearing stereo demonstrations, manufacturers' record giveaways with certain purchases, and price specials in every line.

Originally scheduled for six days, the promotion slowed in pace the third day. Then, from her pretty sleeve, Mrs. Martin pulled the twist-free tickets to the Ice Capades with every sale. This breathed new life into the Stereo-Fair to bring it to a strong conclusion.

## the Customer

With them, she blankets what might be termed the class-half of the mass market. Margins here average less than in either low-end or custom merchandise, but more liberal co-op and national advertising help close that gap.

Custom packages earn more for the store than either low-low or commercial lines. Markups start at 40% in Werlein's Fisher and Pilot lines, and angle upward with special buys.

Although the salesmen find they can switch certain high-end commercial package prospects up to custom instruments without too much difficulty, they know better than to try this route with everyone.

"Never underestimate the power of pre-selling," Mrs. Martin warns. "We have walk-ins every day to whom Zenith and RCA Victor are household words and Pilot and Fisher are off-brands. We sell these the label they want, and try to move them up in those lines."

Getting list prices, or near them, is no real problem in low-end and custom merchandise, Mrs. Martin finds. Leaders sell at advertised prices, and Werlein's gets full profit.

The store is able to hold firm prices on its custom lines, because it has an exclusive on Fisher and a near-exclusive on Pilot in New Orleans. This makes one line impossible to shop, the other difficult.

In the commercial lines, much of the salesmen's success in getting near-list is the direct result of their attitude.

"They take it for granted they're going to get it from the start," Mrs. Martin points out. "Their whole sales approach is built around that concept, and it works."

The men are adept at putting the Werlein image of quality, dignity and service into words. When forced to make concessions, they keep that image by never calling a discount a discount.

Their most effective closing device is a small record package of the customer's own choosing. He's sent into the record department to select

the two or three throw-in records he wants. With them, he's given a slip, made out at list price and marked paid. The record department then bills Mrs. Martin at cost plus 10%.

Stereo displays are divided along product lines at the New Orleans store, so prospects and salesmen can concentrate on a brand at a time.

There are three glass-walled listening rooms, carpeted, softly lit by modern lamps, accented with statuettes and vases, and furnished with two or three chairs for living room atmosphere.

One is devoted entirely to Fisher, another to Pilot, the third to Zenith. RCA sets are grouped in a fourth area of equal size, unwalled but topped with a false ceiling to give the impression of a room.

Out on the floor, lower-priced current merchandise, closeouts, carryovers and specials are grouped by brand in back-to-back rows, with aisles leading toward the listening rooms and their high-end models.

Though listening rooms are desirable, they're not indispensable, Mrs. Martin points out, and much the same effect can be gotten by grouping four or five inward-facing sets in a hollow square, with floor lamps or small planters at the corners, carpet and chairs in the center.

Advertising stereo in newspapers has become a science with Mrs. Martin. Since she's limited in total space by her product-line structure, she has to make what she does run work hard. To that end, she has all but standardized on 300-line ads. These, she finds, "float" to the upper half of the page for reasons of balance in layout. Up there, usually surrounded by news copy, they occupy hot spots where readership is high.

Of extremes in size she says, "Little ads—200 lines and under—don't seem able to get a stereo message across. As for full pages, you can make a big splash that way once a week, but when a reader happens to miss that ad, you've lost him for seven days."

Mrs. Martin comes in heavily on Monday with

five or six 300-liners; drops to one or two on Tuesday and Wednesday; then hits big again on Thursday (the store's open that night) and Saturday when prospects from outlying areas, where dealers aren't pushing stereo, come to town. With the latter in mind, she's recently begun running ads addressed directly to "out-of-town customers" in five country weeklies within a 50-mile radius of New Orleans.

Stereo ads can sell, Mrs. Martin feels, if they're kept simple and uncluttered; are held to one product line; are illustrated preferably with a single large product cut, three at the most; contain "life" in the form of a human figure; include the words "sale" and "terms"; mention either full price or time-sales payments; carry a few lines of product copy; and offer a gimmick when one's available, whether it be a record or needle giveaway or simply a special price.

She plays price big in her leader ads, but also lists enough features to establish the leader as true stereo. Commercial-line ads rely chiefly on a combination of price, gimmick and copy that exploit the brand. Custom ads are quieter in tone, but price is always there in some form.

Stereo needn't be strictly seasonal, Ann Martin believes. "It has its regular ups, like any other product," she admits, "especially in the three gift seasons. And then come the downs. But it's possible to force movement all year."

Her prescription for year-round stereo sales: Steady advertising, not necessarily frequent, but regular—once a week, week after week, until stereo becomes a part of the store image; steady display, with three or four pieces always on the floor, one always in the window; steady demonstration, by keeping a floor model playing at low volume through busy hours; steady salesmanship, with the man thinking stereo and mentioning it to every walk-in and on every phone call; and well-timed promotions.

"The dealer who'll do this," she concludes, "and stay with it, is going to build stereo into a reasonably well-balanced product."

A DEALER SALESMAN *says*

## 'Something For Nothing Is What They Want'

How often do you get in a spot with a tough customer where you know that if you can just give one more push, you will make the deal? But you can't seem to come up with that clincher. I have a little trick that can work greater magic on a mulish customer than a 50% price cut. I present him with a small gift—and believe me, a small gift can oftentimes sell a large item.

Back in the dear dead days when profit margins were full, it was a common practice in this business to bestow a gift on a customer to gain his patronage. If you sold a console radio at a profit of \$65 you might throw in an iron that cost three bucks. Then the customer began to demand price cuts, and these tokens of our appreciation went out.

I broke in with an old-timer who did not realize that times were

changing. He would still give his old customers a big gift along with the sale at the low price. For example, when I came, he is selling a TV at \$60 over and throws in with it a radio worth maybe \$15. The boss does not like this but the old-timer argues that it is important to keep the old trade happy so the boss clams up. One day, however, the old-timer goes too far. He sells a TV at \$90 over cost. To grab the sale, he makes the customer a gift of a portable phono that costs us \$60. The boss figures that if he sells two items like this and winds up making \$15 on each, he might as well go back to selling groceries. So the old-timer goes.

For my part, I learn from the customer that it does not take an

overlarge gift to win his heart. I learn this from a customer who comes in to buy a radio phono. Somehow, I cannot say the magic word that will make him buy no matter how I pitch. He just looks at me blank. I start to take off the demonstration record, licked. Suddenly a spark appears in his eyes. "That is a nice record," he says. This is a straw so I grasp at it. "This record goes with the set," I say, playing the deal by ear. "You mean it?" he asks breathlessly. "When can you send me the phono?" which turns into an ending which makes us both happy.

Since then I have found that a free pair of rabbit ears can sell a three hundred buck TV and that a couple of boxes of detergent will oft wrap up a washer sale.

Sometimes, however, the customer may be quite tough in the matter of a gift. Do not despair, for if your store is reasonably well equipped, the gift may miraculously appear—like with me the other day. I have this dame on a washer-dryer. I think I have her teetering finally, so I take her over to the register and start to write up the deal. Then she balks. I cut the price. It is not enough to suit her. I offer dishes, hardware, all the gifts I have on hand. Still she does not budge. I am getting desperate. Suddenly she points toward my feet. I follow her hand fearfully wondering does she want my shoes.

"Give me that," she demands, "and I will take the machine." I see she is pointing to a \$7 kitchen cabinet on which I am leaning to write. I agree. I am also quite relieved at her request. What would I have done if she asked for the kitchen sink?

**ABOUT THE AUTHOR**—For reasons which become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares with you here once a month.

### DATELINE: EUROPE

CONTINUED FROM PAGE 13

So Britain is forced to look on glumly while Germany, Italy and France (to say nothing of Japan!) continue to rack up impressive export gains in the radio-television field.

However, those matters have to do with exports alone. At home, in their own market, the British are far from glum. On the contrary there is a zest and excitement and a contagious optimism about the future. Mergers, acquisitions and deals of all types are the order of the day—many of them involving American companies. Since the lifting of import restrictions on U. S. products, there have been licensing arrangements involving such companies as Philco, Norge and Zenith. There are also pretty-well verified reports that the redoubtable Japanese manufacturer, Sony, has completed negotiations with an Irish company for the assembly there of 10,000 transistor radios a month.

But don't discount the British. They are moving fast to increase production to keep up with their own home demands and to become a vital factor in world markets.

# SIZE s - c - o - p - e Selection

No other home furnishings marketplace  
in the world offers so much of all three

Attend the International Home Furnishings Market, June 20-30  
(Coincident with the Chicago International Trade Fair)

**THE MERCHANDISE MART CHICAGO**



THE NEW **SENSI-TEMP** UNIT IS HERE! AND THAT'S JUST ONE OF THE MOST-WANTED FEATURES IN THE NEW LINE OF HANDSOME, EASY-TO-INSTALL

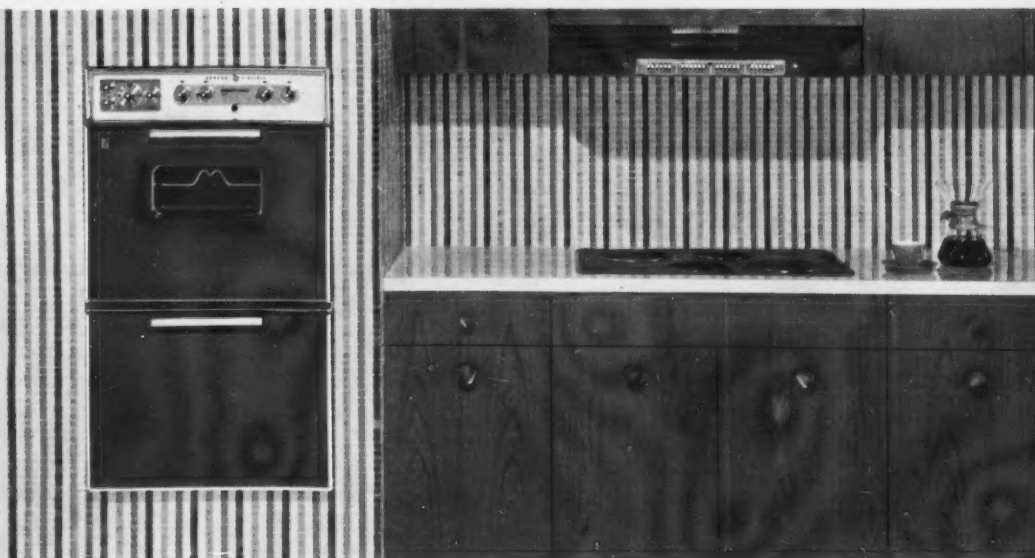
# GENERAL ELECTRIC OVENS AND COOKTOPS

NEW SENSI-TEMP AUTOMATIC SURFACE UNIT MAKES ANY PAN AUTOMATIC!



Frying pans become automatic skillets, all pots and pans become as automatic as their electric counterparts on the General Electric Sensi-Temp Unit\*. This new unit automatically maintains temperature dialed for any top-of-the-range cooking. No constant watching, no scorching, no burning either. Automatic griddle included. Automatic custom oven and cooktop with Sensi-Temp Unit shown here in Canary Yellow.

Eye level cooktop controls built into the hood are a General Electric "first." They eliminate reaching over hot pots, are easy to see, easy to use and can't be reached by young children. Hood has exhaust fan and floodlight. Custom double oven and hood shown in Coppertone.



**FREE!** Plans, specifications and accessory sources for all kitchens pictured are available from: Range Department, General Electric Company, Building 2, Appliance Park, Louisville, Kentucky.

\*Trademark of the General Electric Company

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

## Single or double ovens— 2 or 4-unit cooktops

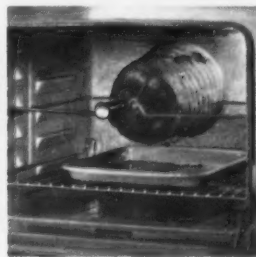
### General Electric offers the features homeowners want most

With General Electric Ovens and Cooktops you can blend with any color scheme, fit any floor plan and provide custom installations in every price class quickly and easily. Best of all, you can provide the features homeowners want!

In this smartly styled kitchen at right, the up-front pushbutton controls on the drop-in cooktop put all controls right at the fingertips! And the oven control panel (on every General Electric oven) puts all controls at eye level where they're easy to read and reach!



Removable oven door makes it easy to reach any part of oven for cleaning. Open door, release safety latch, slide door off. Slides back on as easily.



Automatic rotisserie barbecues a 20-lb. roast to juicy perfection! Stainless steel spit. Removable, sure-grip handle lets you handle rotisserie safely, easily.

### Plus all these popular features

Automatic Oven Timer that can be set simply, in seconds • Built-In Meat Thermometer in oven sounds a buzzer when meat is ready • Front panel service access . . . eliminates need to remove oven • Focused-Heat Broiler for "charcoal type" broiling • Built-in oven vent keeps door and controls condensation-free • Separate Minute Timer . . . sets from 1 to 60 minutes • Eye-level controls . . . with large, easy-to-read dials • See-through oven window lets you watch what's cooking • Extra hi-speed units for clean, safe, dependable cooking.

**THEY MIX-OR-MATCH!** Mix-or-Match ovens and cooktops in like or contrasting colors! Ovens in Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown, White, Coppertone and Satin Chrome. Cooktops in all colors and stainless steel.



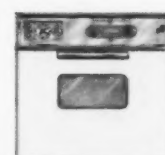
Cooktop Model J-880 with new Sensi-Temp Unit has remote push-button control panel for cabinet or wall installation. Model J-882 (Stainless Steel).



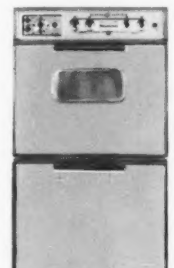
Cooktop J-820 has integral controls, Model J-822 (Stainless Steel)



Deluxe Oven J-720, J-722 (Satin Chrome), J-724 (Coppertone)



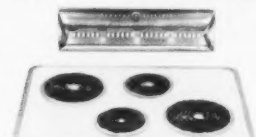
Custom Single Oven J-750, J-752 (Satin Chrome), J-754 (Coppertone)



Custom Double Oven J-780, J-782 (Satin Chrome), J-784 (Coppertone)



Cooktop J-810 with controls built in hood, Model J-812 (Stainless Steel)



Cooktop J-850 has remote controls, Model J-852 (Stainless Steel)



## New General Electric one-piece built-in range: the MARK 27

Easy one-piece installation... custom built-in appearance



Better known as "that new General Electric Drop Top," the Mark 27 is by all odds the range news of the year!

You have one unit to install, one control to connect. Space requirements for the Mark 27 are only 27" in width and 24" in depth, and control panel mounts wherever convenient. You get big savings in space, time and labor.

Features? Such famous General Electric hallmarks as the big-capacity oven, removable oven door, focused heat broiler, automatic oven timer, Minute Timer and pushbutton controls.

**Compact and versatile.** The Mark 27 fits beautifully between or alongside wall cabinets, and even in island installations. Leaves room for an extra appliance or cabinet. Model J620.

*The Golden Value Line of the 60's*



## Special all-in-one version of the Drop-Top MARK 27

Surface units, oven and control panel in one compact, built-in unit



This is the one you asked for—an all-in-one version of the tremendously popular General Electric Mark 27. As you can see, controls for this new version are right up front. Saves an extra installation step, saves extra money.

Features: unique recessed top with four surface units, pushbutton controls, big oven with removable door and focused heat broiler. Available in coppertone, white and Mix-or-Match colors; and available *right now!* Model J610.

**SLIDES INTO  
PLACE—SAVES  
SPACE, TIME  
AND LABOR**



One piece—one installation. Controls are built right in. For complete specifications and installation information, contact your local General Electric distributor or write Range Department, General Electric, Appliance Park, Louisville 1, Kentucky.

### LOOK AT THESE SAVINGS!

Single conduit connection.....	SAVE up to \$25.00
No oven cabinet needed.....	SAVE up to \$45.00
No cooktop base cabinet needed.....	SAVE up to \$20.00
No separate control panel needed.....	SAVE up to \$20.00
No wasted countertop covering.....	SAVE up to \$20.00
	<b>\$130.00</b>
Less base panel below oven (optional).....	<b>\$10.00</b>

Savings approximate. They will vary with local material, equipment and labor costs.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



**is now ready.** It's the first Consumer Analysis made in consultation with the Advertising Research Foundation, a national organization promoting greater effectiveness in advertising and marketing through objective and impartial research. Recorded here are the buying habits of more than a million people, including comparisons of three matched samples showing what people "buy," what they have "bought within 30 days" and what they have "bought within 7 days."

Copies of this survey are available from The Milwaukee Journal advertising department, Journal Square, Milwaukee, Wis.

**The new edition covers:** *Age of head of household . . . Number of adults in household . . . Commercial air line travel . . . Alcoholic*

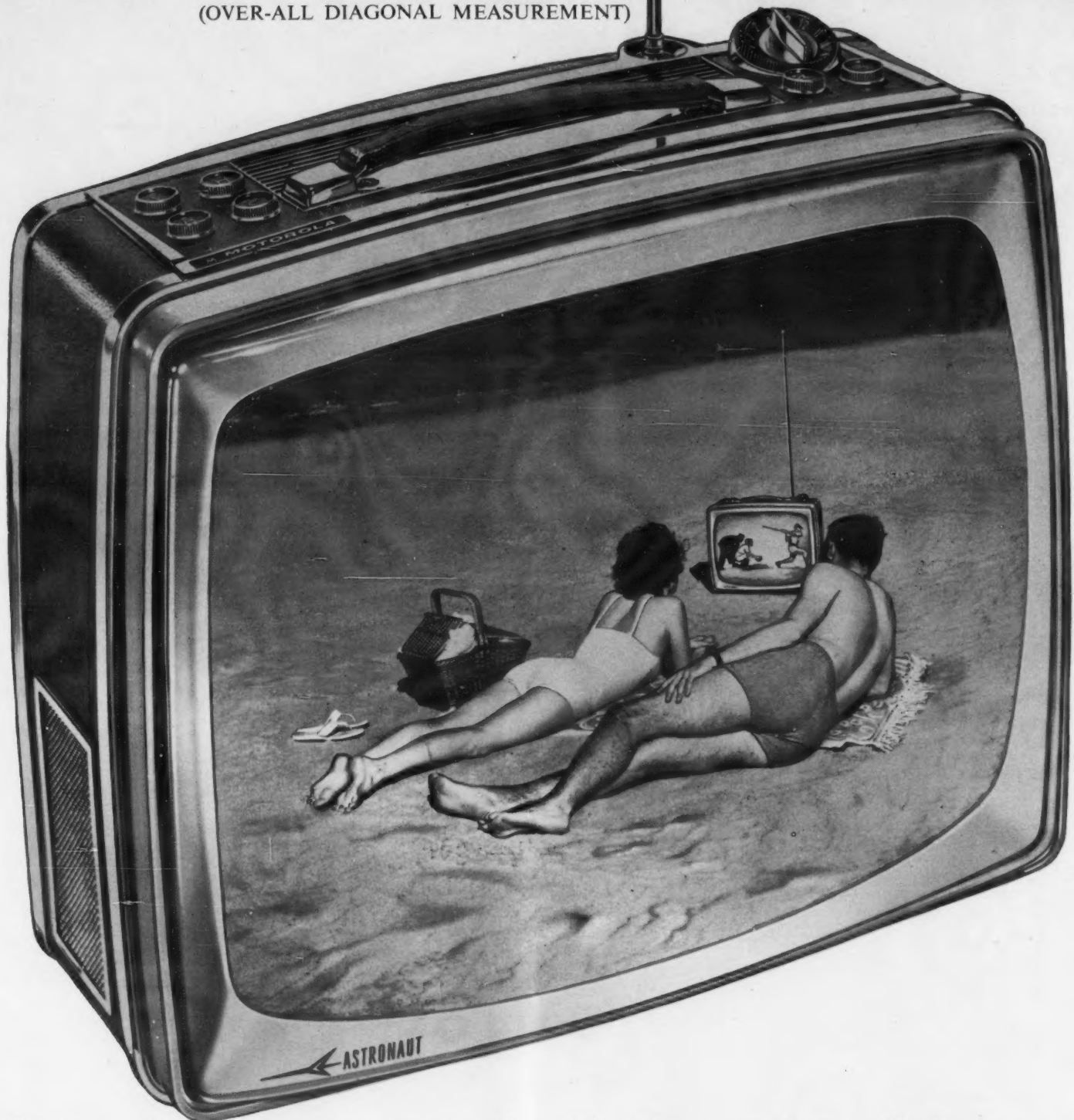
beverages for home use . . . All-purpose shortening . . . Aluminum foil . . . Antifreeze . . . Automobile owners . . . Owners of more than one car . . . Automobiles bought in last 12 months . . . Automobiles bought new or used . . . Automobile owners by income brackets . . . Make of car owned . . . Model of car owned . . . Baby foods—cereal . . . Canned, strained . . . Packaged bacon . . . Bottled and canned beer . . . Powdered bleach . . . Bleaching . . . Diet, rye and white . . . Hot breakfast cereals . . . Butter . . . Cake mix . . . Cameras . . . Candy bars . . . Packaged or boxed candy . . . Catsup . . . Households with children . . . Number of children in households . . . Canned Chinese foods . . . Cigaret lighter fluid . . . Men smoking with filter tips and without filter tips . . . Women smoking cigarets with filter tips and without filter tips . . . Cigars . . . Clothes dryers . . . Packaged cookies . . . Electric cooking ranges . . . Canned corned beef hash . . . Cottage cheese . . . Square . . . Soda crackers . . . Men's and women's underarm deodorant . . . Dessert topping . . . Sterilized cans . . . All-purpose household liquid detergent cleaners . . . Automobile washers . . . Dog owners . . . Dry and canned or loaf dog food . . . Number employed full and part time . . . Number looking for full time or part time jobs . . . Housewives employed . . . Facial tissues . . . Fish sticks . . . Regular flour . . . FM radios . . . Groceries week purchased, evening grocery shopping, number of days purchased, number of stores shopped, place of purchase . . . Home food freezers . . . Electric food mixers . . . Point and Ink fountain pens . . . Dietetic fruits and vegetables . . . Frozen fruit . . . Canned fruit cocktail . . . Canned, non-carbonated fruit drinks . . . Electric . . . Gasoline and gasoline credit cards . . . Gin . . . Girdles . . . Grape brandy . . . Greater Milwaukee's growth . . . Women's hair dressing . . . Canned ham . . . Home heating . . . Movements . . . Home owners and renters . . . Ice cream . . . Family income . . . Automobile insurance . . . Life insurance—amount carried, group insurance, when purchased . . . Power lawn-mowers . . . Lipstick . . . Packaged, sliced luncheon meats . . . Dry macaroni or spaghetti . . . Margarine . . . Frozen meat or poultry pies . . . Fresh milk at stores . . . Home delivered fresh milk . . . Powdered milk . . . Motor oil . . . Nail polish . . . Paper napkins . . . Nylon hosiery . . . canned and frozen orange juice . . . Outboard motors . . . Exterior and interior paint . . . Pancake or waffle mix . . . Paper towels . . . Peanut butter . . . Canned peas . . . Home permanent waves . . . Pipe tobacco . . . Pork sausage . . . Potato chips . . . Instant potatoes . . . Movie slide projectors . . . Transistor radios . . . Men's winter and summer recreation . . . Refrigerators . . . Rum . . . Scotch . . . Scouring cleansers . . . Scouring pads . . . Cream and Liquid shampoo . . . Men's electric shavers . . . Shaving cream in pressurized cans . . . Men's shoes . . . Shopping centers . . . Evening shopping . . . Soaps and cleaning agents . . . Bottled soft drinks for home use and as mixers . . . Dry soup mixes . . . Stereo sound systems . . . Stocks and bonds . . . Sugar . . . Television set owners . . . Owners of more than one television set . . . Television sets bought in last 12 months . . . Ten-year trend of general subjects . . . Tires . . . Snow tires . . . Toasters . . . Toilet bowl cleaners . . . Toilet soap for bath and hands and face . . . Toilet tissue . . . Tomato juice . . . Tooth brushes . . . Tooth paste . . . Bath towels . . . Women's transportation to downtown . . . Canned tuna . . . Vacations . . . Vacuum cleaners . . . Frozen vegetables . . . Dry and sweet vermouth . . . Vodka . . . Wallpaper . . . Fully automatic washing machines . . . Wringer washing machines . . . Spinner washing machines . . . Combination washing machines and dryers . . . Water heaters . . . Water softeners . . . Floor Wax . . . Wax paper . . . Whisky . . . Wieners or frankfurters . . . Wine . . .

ELECTRICAL MERCHANDISING WEEK

It's here—it's the greatest—The Motorola Astronaut—available today!

# First 19-inch all-tran

(OVER-ALL DIAGONAL MEASUREMENT)



See The Astronaut and all the other Motorola



**Removable Screen-Cover,**

another exciting Motorola *first*, protects screen during travel, snaps on or off in a jiffy.

**Compact and Trim**

Astronaut weighs only 40 pounds including energy cell. Handsomely designed like the finest luggage, case combines the light weight and rugged durability of aluminum and fiber glass. Case is covered in tough, scuff-resistant vinyl. Available in Tahiti Tan or Black Onyx with polished chrome trim.



**Magic Mast® Antenna System**

is transformer matched and features a single pole. Super sensitive to bring in pictures sharp and clear. Adjusts up and down and from side to side. Telescopes out of sight when not in use.

**Topside Master Control Panel**

makes tuning fast, easy and convenient.

**Range Finder Control**

adjusts to receive finest possible picture wherever you are . . . in the city . . . in the suburbs . . . or out in the fringe area.



# transistor portable TV you don't have to plug in

The breakthrough that the  
electronics world has waited for

Here is the television of the future—in production—and you can display it in your store today!

True to our promise of real electronic leadership, Motorola brings you the world's first large-screen all-transistor TV that plays anywhere there's a signal—*outdoors* on its revolutionary energy cell—*indoors* on ordinary house current. Truly, this is

the first portable designed to be a portable—inside and out!

Exciting result of five years' intensive research and development, The Astronaut sets a dramatic new pattern in miniaturization, circuitry and precision manufacture for all TV to follow.

It's beautiful, practical, powerful, enjoyable, and a real thrill to demonstrate to the customers in your store.

## Magnificent performance plus a reliability never before known in TV

A marvel of rocket age engineering, The Astronaut's hand-wired chassis features newly-developed transistorized circuitry. Because transistors last indefinitely and generate so much less heat than tubes, components have a far longer life and the

result revolutionizes today's standards of performance and efficiency.

You've never seen a better TV picture or operated a television set with finer response to the controls.

## Amazing new energy cell

A revolutionary new development in the field of energy cells makes The Astronaut an engineering dream come true. Miniaturization of the high energy silver type cell currently used

as a power source in jets, missiles and satellites is the amazing source of power when an electrical source is not available. (Astronaut may be purchased with or without energy cell.)

# MOTOROLA



## developments at your Distributor's Open House



### Tomorrow's Chassis Today!

Custom Golden "M"® transistor chassis includes 23 specially designed Premium-Rated transistors plus 12 diodes in precision-engineered rustproof aluminum chassis base. Gated Automatic Gain Control helps eliminate picture flutter or fading due to varying signal strength.

### Premium-Rated Golden "M"® Picture Tube

provides the same brilliant picture operating on AC current or energy cell.



### Revolutionary New Energy Cell

(optional, extra) recharges itself hundreds of times on ordinary AC current. Cell requires no service, retains high performance efficiency over long periods even if not used for several months.

### One-Year Guarantee!

Manufacturer's guarantee covers free exchange of any new component or repair of any part, transistor or energy cell proven defective in normal use. Arranged by selling dealer, labor extra.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

# IT'S NO SECRET ANYMORE!

This Ad Will Be Seen By Millions of Housewives In 1960



## *Instant-HOT* lets you toss away that teakettle!

Here's new freedom for busy homemakers—National's Instant-Hot delivers teakettle hot water at a touch! With an Instant-Hot mounted in your sink or counter top you're free of the old fashioned stove-water-heating.

Hot water? Instantly! . . . And it's pressure free (no splashing to burn you), pure (free of odors and unpleasant tastes).

How many times a day do you heat water—in preparing food, for coffee, tea, soup, bouillon, thawing frozen foods, for the sick room, for heating baby's formula, for the thousand and one household chores that require hotter-than-tap water? Never again—your Instant-Hot delivers it immediately—whenever you need it!

You'll be thrilled at the low cost of this new appliance that makes your modern kitchen ultra-modern!

Instant-Hot is another quality product of America's leading manufacturer of food waste Disposers. See your appliance dealer or plumber—if he doesn't already have Instant-Hot, write Dept. IH, National Disposer, Medina, Ohio.



*Instant-HOT*

a product of  
PLUMBING EQUIPMENT DIVISION  
NATIONAL RUBBER MACHINERY CO.  
920 LAFAYETTE RD. MEDINA, OHIO

DEALER and DISTRIBUTOR INQUIRIES INVITED



# NEW PRODUCTS

## FEATURES THIS WEEK

Motorola 1961 TV line • Arvin stereo line • RCA Citizen's Band radio • Swanson expanded radio-intercom line • NuTone and Leigh fans • Plus HOUSEWARES NEW PRODUCTS ON PAGES 10, 12.



MOTOROLA "TRIUNE" 23K46

## MOTOROLA Announces 1961 TV Line

Motorola announces its 1961 TV line consisting of an all-transistor portable set; 5 19-in. Harbinger series consoles plus 3 additional 19-in. models and 30 23-in. models (7 of which are Drexel styled and 2 of which are combination 23-in. TV-stereo combinations).

**The Astronaut** all-transistorized, self-power portable set has a 19-in. screen, plays at least 5-hrs. on an "energy cell" before a new charge is needed, or will play as a regular TV with 110-v ac power. The energy cell can be recharged over 500 times by plugging the set into an ac outlet, thus providing a minimum life of at least 2500 hrs. The set does not need to be turned on during the recharging process. It carries a full year's factory warranty, and is a miniaturized version of the type currently employed as a power source in satellites, missiles and jets. This energy cell actually represents a substantial saving in money and convenience over the life of the set. (Energy cell costs \$88. extra.)

Described as 2-sets-in-1, indoors it's a full-sized 19-in. set, outdoors it becomes a cordless set with a disappearing "Magic Mast" antenna that operates in any location reached by a TV signal. The unit is virtually all picture tube; chassis with 23 transistors and 12 diodes fits snugly around the neck of tube; well-balanced Fiberglass cabinet, covered with scuff-resistant washable material, is styled as a high grade piece of luggage, 15½ in. high, 18 in. wide and 12¼ in. deep and includes a removable front cover which protects tube while set is being transported; weighs 40 lbs. including the 5-lb. energy cell.

**Highlighting Motorola's 1961 "New Reliabilities" line of TV is the "Harbinger" series of 5 new 19-in. consoles which present a departure from conventional console styling. Each of the 5 consoles (19K11 through 19K15) is originally styled to add "charm without clutter" even to a small living room. There are 3 basic designs including a contemporary lowboy, a swivel console and a Danish upright, all housed in genuine wood veneer cabinets. The upright and swivel consoles are also available in Early American.**

**In addition to the Harbinger units the 19-in. tube series includes a portable (19P3) and 2 table models (19T1 and A19T2). All are of the up-to-date, slimline design differing mainly in cabinet materials and front styling. One table model has Motorola's Golden Satellite Wireless Remote Control with automatic touch-bar tuning replacing the conventional channel-selector of the other unit. Both table models have wood-type side panels and large, lighted channel indicator windows. In the portable model the panels are replaced with cushioned, vinyl-clad panels and a handle is added. All have the "Magic Mast" antenna system. All 19-in. models have the "Placir" board and easily removable, color-coded plated circuit.**

**All of the 30 23-in. sets have Super Golden M hand-wired, transformer-powered chassis which have been improved by adding a new video amplifier tube and a stepup (in most models) to 23,000-v picture power. The new Motorola-designed video tube can deliver a much greater driving signal to the picture tube, while**

coasting along at only ½ its maximum rating. This results in a longer lasting tube with sharper picture, a wider contrast range and a new high in TV reliability.

Major differences in the 23-in. line are in cabinetry, styling, appointments and loudspeaker complement.

**Line begins with the Standard series which includes a metal-case table model (23T2), 2 lowboy consolettes (23C4 and 23C5) and 2 consoles (23K28 and 23K29). The table model is available with 3 optional bases which convert it into a simulated console to match any surroundings.**

More speakers, an overall feel of luxury are featured in the 2 consolettes (23C6 and 23C7) and 5 consoles (23K30 through 23K34) comprising the Deluxe series. At the top of this line are 3 models incorporating the Golden Satellite Wireless Remote Control: Consolette (A23C7) and consoles (A23K35 and A23K36).

**In addition the new line is expanded to include 7 Drexel-designed consoles (23K40 through 23K46), tailored to match Drexel's custom furniture styles. Included are the Triune, a combination of Early-American Dutchess County, the Oriental Compass and French-Provincial Touraine and others. All these are available with remote control at \$100 additional.**

**Two Stereo-TV combinations combine the Super Golden M chassis with Motorola's 3-amplifier, 3-speaker stereo in a single lowboy-type cabinet, and includes a 4-speed hi-fi record changer with diamond stylus, provisions for adding an optional AM-FM radio tuner. Complete control of TV, phono and radio is available at a single sim-**

plified control panel which includes a loudness-compensated volume control, separate bass and treble controls, a stereo balance control and the selector switch in addition to necessary TV controls. Available in contemporary or Early American styling.

A full warranty on all tubes and parts now covers the entire TV line. Features incorporated in every model of the new line include automatic tuner which eliminates need for fine tuning when changing channels; 3 i.f. stages for greater gain and wider bandwidth; double-gated automatic gain control circuit to hold constant brightness and contrast level despite signal variations and to minimize airplane flutter; special noise inverter circuit to eliminate electrical interference; premium rated tubes.

**The advance line of popular sizes is still very much in evidence in the 1961 line and includes the advance line of 7 21-in. sets which were introduced to distributors earlier this year. In addition the consistent demand for 17- and 14-in. portables has kept 3 such units in the 1961 line.**

**Prices, "Astronaut," \$275 when used as a regular receiver; special energy cell, \$88 additional. "Harbinger" series have factory-suggested list prices from \$279.95 to \$289.95. The 19-in. tube series of table and portable models, from \$199.95 to \$259.95. The 23-in. line: Standard series, from \$229.95 to \$319.95; Deluxe series from \$299.95 to \$379.95; and top of line, from \$399.95 to \$499.95. Drexel-designed consoles, from \$429.95 to \$600. Stereo-TV combinations, \$525 and \$550. Motorola Inc., 4545 W. Augusta Blvd., Chicago 51.**

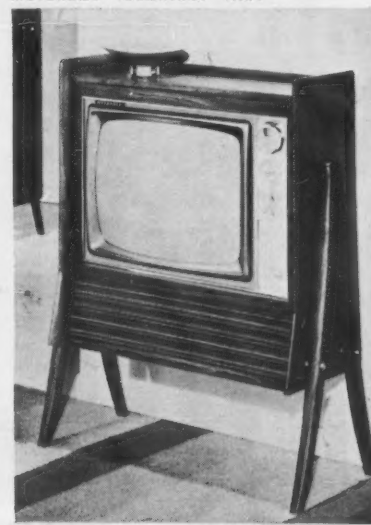
MOTOROLA "ASTRONAUT"



MOTOROLA "CONSOLE LOOK" 23T2



MOTOROLA "HARBINGER" 19K14

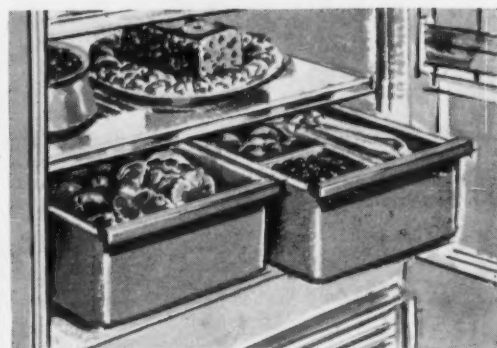
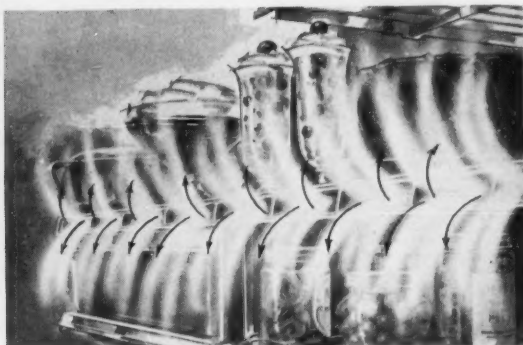


## FROST NEVER FORMS...CHILLS 3 TIMES FASTER...CRISPERS RETAIN HUMIDITY

No troublesome frost ever forms in the freezer or refrigerator. No more frost-covered packages to pry loose, no frost-packed shelves or interior walls. No more messy defrosting.

New Jet-Cold\* Shelf quick-chills beverages and food up to 3 times faster, without freezing. Cold-air ducts inside shelf chill food three ways . . . by conduction, radiation and convection.

Humidity-retaining seal helps keep vegetables and fruit crisp and fresh. Hold a bushel. Rust-proof porcelain enamel finish cleans quickly and easily. Drawers glide out smoothly.



AND THE NEW RCA WHIRLPOOL REFRIGERATOR-FREEZER HAS

# IceMagic

...the imitated but unequaled exclusive  
that automatically replaces every cube used!

With IceMagic® the ice cubes are always ready for instant use. No bothersome trays . . . no filling, spilling or prying loose. IceMagic not only makes and stores over 100 cubes in the portable bin, but automatically replaces every one used. It even "dries" the cubes before dropping them into the bin, to prevent sticking together. Added to all the other powerful features in this great line, IceMagic is becoming a stronger sales-clincher for RCA WHIRLPOOL refrigerator-freezers every day. Take advantage of all it offers!

*Join up! . . . it's easier to sell RCA WHIRLPOOL  
than sell against it!*

\*Tmk.

Your family will love our family of home appliances

**RCA Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



## ARVIN Stereo Line

Three-dimensional stereo sound presenting strings from right, woodwinds from left, percussion instruments from center is featured in new Arvin line.

**No. 90P58, cabinet-type phono**, features 3-D frequency separator that takes 2 tracks of sound from stereo recordings, separates them into 3 tracks. A 5-tube, 12-watt unit with stereo balance control, bass, treble and volume controls with dual action, it has an 8-in. center speaker, 2 stow-away 5-in. speakers and 10-ft. cables. Stow-away speakers automatically connect with stowed away. Also has a 4-speed "Collaro Conquest" automatic record changer with ceramic pickup, diamond and sapphire styli. **Three-track sound** also offered in No. 90P41 gold, 90P47 white, 5-tube, 8-watt phono with same changer, sapphire styli, control, stereo balance and 4-in. side speakers and a 6-in. woofer in center. Screw-in legs available with plastic covered portable wooden cabinet.

**The third 3-track stereo**, No. 90P39, an easily transported phono with 3 tubes and a rectifier, has volume and tone controls, balance control, 6-in. speaker in main unit and twin 4-in. swing-away speakers that play through the hinges or can be detached. Has a wooden case, finished in charcoal.

Two high-wattage amplifiers separate high, medium and low frequencies in the 2-channel stereo No. 80P78. Twin 5-in. speakers in swing-out wings can be detached for playing up to 20 ft. apart. Has 2 volume controls, 2 tubes and a rectifier; 4-speed changer and a brown wooden cabinet.

No. 80P23, automatic 4-speed portable, directs sound to the front with



a larger speaker baffle. Has tone and volume controls and a plastic-coated wooden cabinet. A 45 spindle is available. Red or blue with silver.

**Budget-priced, 4-speed portable stereo phono No. 2094** has twin 4-in. speakers, oversize baffles; 1 knob for on-off and first speaker volume and a separate speaker volume control. About the size of a small overnight bag when closed, it has 2 tubes plus rectifier, and a built-in pop-in rpm adapter. White with gray.

**No. 80P13** for pre-high school set, a 4-speed portable with a 4-in. speaker and oversize baffle in hinged front. Volume and tone controls; 45 rpm adapter pops up from turntable; red or white with silver.

**No. 8092 45 rpm stereo phono** remains in line. A detachable 6-in. stereo speaker plays through its hinges or through 15-ft. interconnecting cable. Has 4 tubes; 5-in. speaker; automatic changer plays 45 and 16 2/3 rpm records. Has volume and tone controls with dual action plus stereo balance control. Copper tan with gold finish. **Prices**, from \$29.95 to \$159.95. **Arvin Industries, Inc., Columbus, Ind.**

cies set aside by the FCC for use by the general public. About the size and shape of an ordinary shoe box, the new radio measures 5x12x8 in.

It features 4 crystal-controlled channels for transmitting and receiving, as well as a tunable receiver covering all 23 channels in the Citizen's Band range.

Mark VII is provided with a bracket for mounting under dashboard of a truck, tractor or automobile. When used aboard a cabin cruiser, or similar small craft, it may be installed on shelf or bulkhead. Radio speaker is built into compact transmitter-receiver unit. Push-to-talk microphone is designed to leave one hand free to grip wheel. One model is for operation on 115-v ac or 6-v dc; the other for use with 115-v ac or 12-v dc. **RCA Communications and IEP Div., Camden, N. J.**



## RCA Radio

A 4-channel Citizen's Band radio for flexible, low-cost "voice of the people" communications is announced. **RCA Radio-Phone Mark VII** is a versatile 2-way communications unit for small craft owners, farmers, utility workers and the public at large.

Like 2 companion RCA Radio-Phone models, it is designed to operate in the Citizen's Band of frequen-

## SWANSON Extends Radio-Intercom Line

Swanson has expanded its radio-intercom built-in line to include 4 new models: Andante, Allegro, Adagio and Hide-a-Way.

**Andante**, an AM-FM stereo intercom, has a split tuner, dual amplifier-pre-amplifier, four 8-in. hi-fi remote speakers which can receive intercom and AM or FM broadcasts. Also included are 2 stereo hi-fi 8-in. remote speakers; door intercom speaker with door bell button, all necessary hardware and 300-ft. cable.

**Allergo** is an AM-FM radio intercom and includes master unit, four 8-in. hi-fi room speakers for intercom or AM or FM broadcasts. An exterior door speaker with door bell button, hardware and 250-ft. cable.

**Adagio**, radio intercom includes master control, 4 inside remote speakers,



SWANSON'S ALLEGRO AM-FM RADIO INTERCOM

jack connections for adding a record changer or FM tuner, door speaker hardware and 250-ft. cable.

**Hide-A-Way**, low-cost radio, easily mounted unit for use in any type building. Up to 4 remote speakers may be added as an option to create a complete AM music system throughout home or office. **Swanson Inc., 607 S. Washington St., Owosso, Mich.**

## TV and Radio Briefs



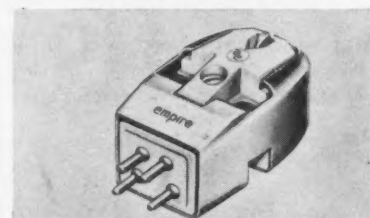
**Soundcraft**, a new magnetic recording tape designed to meet requirements of 4-track stereo and other advances in magnetic tape recording, is announced by Reeves Soundcraft. It contains an exclusive oxide formulation called FA-4, and captures and reproduces a wide range of high frequencies. It is compatible with all latest recording equipment, and improves older recording equipment. **Reeves Soundcraft Corp., Great Pasture Rd., Danbury, Conn.**

An advanced 1/2-track head for the Series 100 Magnecordette stereo tape recorder line is announced.

The new unit, a 3-head assembly, records and reproduces 1/2-track monaural and 2-track stereo.

This refined Magnecordette head incorporates a stacked, stereo erase head; stacked, inline 2-track record reproduce head; and a stacked inline 1/4-track reproduce head. A separate head to accommodate the 1/4-track playback function is also provided. **Midwestern Instruments, 41st & Sheridan Rd., Tulsa, Okla.**

**Astatic's new needle line** includes over 450 needles to fit every cartridge and every record groove marketed and in use today. Each needle is mounted in a 2x2 1/2-in. plastic package to which is attached an index tab containing type, model number, etc. Diamond needles are packaged in maroon and gold cases; sapphire and metal styles in grey and red cases. Tab also contains model numbers of competitive needle brands which can be replaced with the Astatic needle. **Astatic Corp., Conneaut, Ohio.**

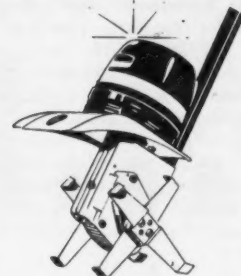


**Audio-Empire announces the Empire 108**, a new development in the stereo-mono cartridge field with a .7 mil diamond stylus. Has 15 to 20,000c plus or minus 2 db with usable output to 30,000c and has 4-terminal output. The minute moving magnet structure in the Empire 108 assures lowest dynamic mass and optimum frequency response. **Dyna-Empire Inc., 1075 Stewart Ave., Garden City, N. Y.**

**TACO announces an extended line of antennas and matching reflectors of the helix configuration.** Current models include 4, 6, 8 and 10 turn types of various sizes. Complete units with reflectors are made in single, dual and quadruple assemblies for mounting on manual or mechanical mounts. **Taco helix antennas and arrays** are available in all popular communications as well as manual and remote-controlled electro-mechanical mounts. **Technical Appliance Corp., Sherburne, N. Y.**

**THIS BRAND  
OPENS  
NEW FRONTIERS  
FOR PROFIT!**

**ELECTRIC CULTIVATOR BOOSTS  
GARDEN EQUIPMENT VOLUME**



Cultivates, weeds, tills. Electricity does the work to end back-breaking garden drudgery. Blades cultivate a path 6 in. wide and up to 6 in. deep. This Silex cultivator aerates soil for faster, healthier plant growth and healthy sales increases for you! **Model 2825 . . . . . Retail \$44.95**

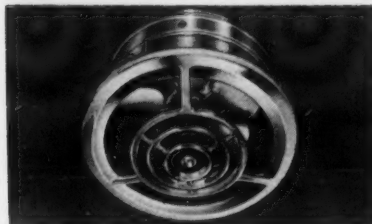
specialize in profits with  
Silex appliance specialties



The Proctor-Silex Corporation  
Philadelphia — Chicago — Canada

# Exciting!

is the word for  
**DOMINION'S  
Showtime  
Spectacular**  
(coming July 11)

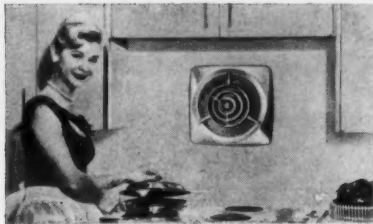


NUTONE CEILING FAN

**NUTONE Fans**

NuTone introduces new Jet-Power wall and ceiling fans. The wall models No. 8170 and 1070, 10- and 8-in. respectively, have increased air delivery and new grille styling.

Features include automatic flutter-proof shutter and new blade design; snap-in motor and blade assembly; wider grille for faster installation. Ceiling fan No. 8490, 10-in. model for



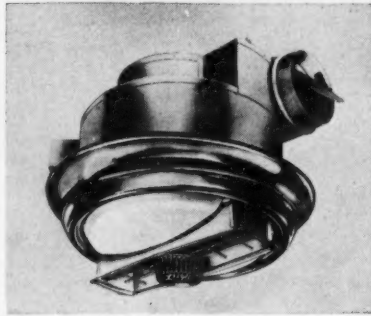
NUTONE WALL FAN

medium or large rooms, ventilates directly through the roof. Features include re-pitched blades and air straighteners to increase air delivery; 1-piece anodized aluminum grille with new sculptured look; wider edge for increased plaster coverage; and a new plug-in motor. Housing with reducer fits 8-in. duct.

Prices, No. 8170, \$36.25; No. 8070, \$27.95; No. 8490, \$32.75. NuTone Inc., Cincinnati 27, O.

**LEIGH Heater and Fan**

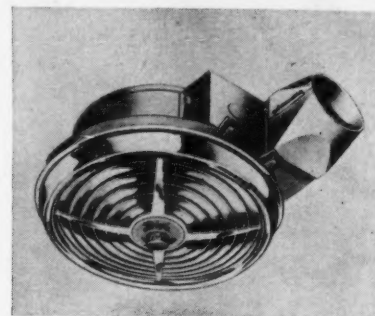
Leigh's ceiling heater-light-fan, No. 5412, has 3-way prewired switch-plate of polished aluminum; control panel has 3 switches to actuate blower, light and heater, and red pilot light. A forced air circulating heater,



LEIGH HEATER-LIGHT-FAN

soft light filtered through 2 Carrara drop lens, quiet operating exhaust blower are highlights.

"Thinwall" ventilating fan, No. 5406, for bathrooms fits spaces 4 in. deep; exhausts horizontally or vertically. Leigh Building Pds. Div., Air Control Pds. Inc., Coopersville, Mich.



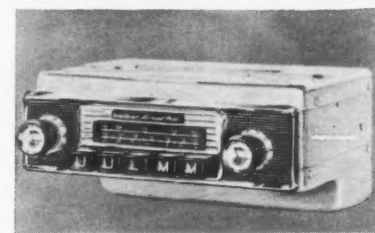
LEIGH "THINWALL" FAN

**DEALER AID****DUTRO Truck**

A new appliance hand truck with interchangeable parts has been developed by Dutro for easy handling of all appliances.

The basic design, model 1501, can be converted in seconds by removing or putting on "stair rollers" and/or ratchets to serve any purpose required; can be added with 5 nuts and bolts which are furnished.

Constructed of lightweight steel it has 5x2x3/8-in. roller bearing wheels with recessed hubs. It is completely welded; points of contact with cargo are covered with flat durable, non-marking protective material; hand holds; 800-lb. capacity. Dutro Co., Market St. at Stanford Ave., Oakland 8, Calif.

**BECKER Autoradio**

The "Grand Prix" AM-FM autoradio has hi-fi sound combined with FM and AM; an automatic signal-seeker on FM and AM; 5 pushbuttons preset for station tuning; afc; variable tone control; automatic AM-FM pushbutton switching; 10-w output on push-pull transistorized power supply; complete hi-fi range on AM and FM. May be transferred from car to car. Becker Autoradio USA, Inc., 613 S. 24th St., Philadelphia 46.

**Can-O-Matic™**  
ARISTOCRAT  
Portable Electric  
Can Opener/Clock/Timer

**Can-O-Matic™**  
Portable Electric  
Can Opener

**Grind-O-Matic™**  
Portable Electric Grinder  
and Food Chopper



*America's First Family  
of Fine Electric Housewares*

Made in America to American high standards of quality and performance.

Write for Free Catalog: RIVAL MANUFACTURING CO., Kansas City 29, Missouri  
Rival Manufacturing Co., of Canada, Ltd., Montreal

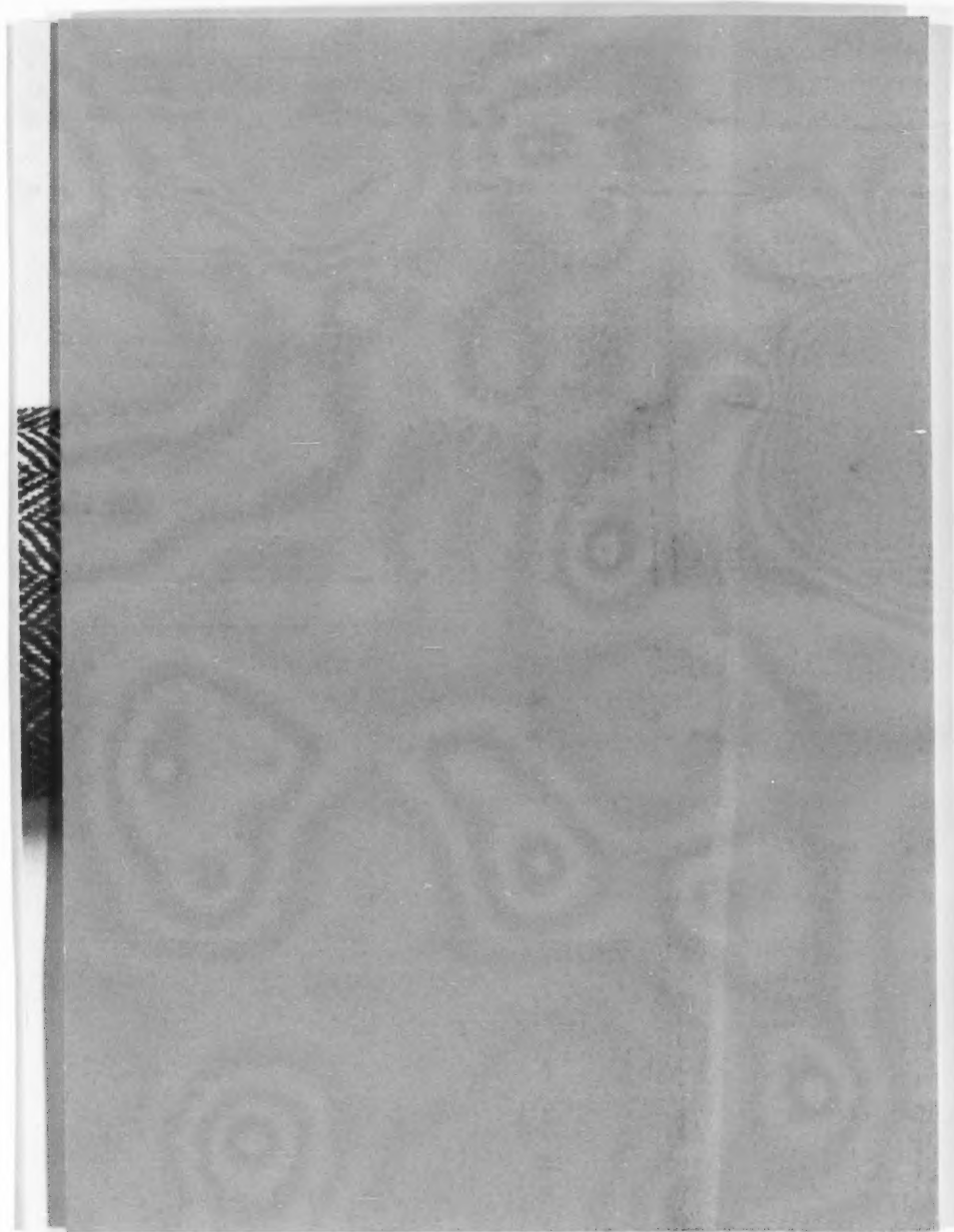
**Protect-O-Matic™**  
Portable Electric  
Food Slicer

**Ice-O-Matic®**  
Portable Electric  
Ice Crusher

**Rivalaire™**  
COOLERS  
New high-power cooling...  
new high-fashion styling...

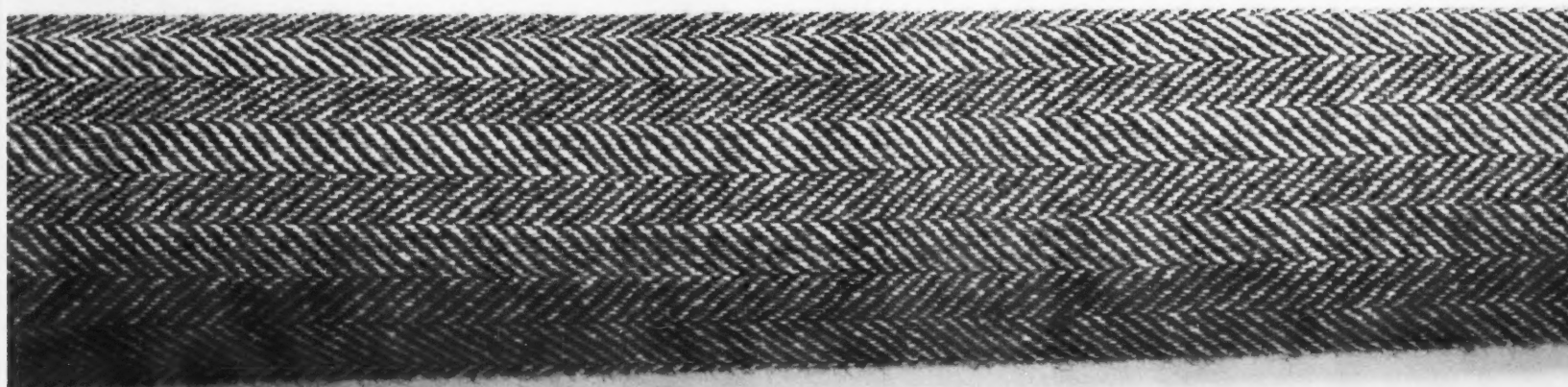


**We've got to  
hand it to you...**



...and here's what we're going to hand you...

**We've got to  
hand it to you...**



...and here's what we're going to hand you...





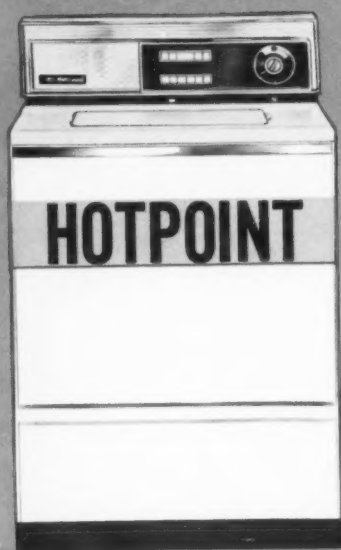
Beads-O'-Bleach  
"Carefree Washdays" Contest is going  
to reach out and hand you real live  
prospects for the brands you sell!





# We've got to hand it to you...

## If you sell...



...and here's what we're going to hand you...

# Beads-O'-Bleach, the dry heavy-duty bleach that's easy to use in all automatic washers, is handing you...

## THE NATION'S PRIME WASHER PROSPECTS (OVER 3 MILLION OF THEM LAST YEAR!)

Contestants will actually come into your store and have their entry blanks signed by you in order to qualify for 25% cash bonus. Contestants who want to win the contest, want a new washer. And—because they must specify the brand they prefer on the entry blank, you know in advance the easiest brand to sell them!

**A DOUBLE MONEY BACK INCENTIVE TO BUY NOW!** Winners who have bought one of the featured brands during the contest period, get back double the retail price of that washer in cash! This gives you an extra reason to urge the customer to buy now!

## A BUILT-IN TRAFFIC BOOSTER!

The big contest ads will tell customers to get additional entry blanks at their favorite appliance stores... even urge them to ask for a demonstration of the washer they prefer—giving you a built-in opportunity to clinch the sale!

## Enter the Beads-O'-Bleach "Carefree Washdays"

grand prize: **10,000**



**NORGE DISPENSER WASHER**—Norge washes as easy as a different laundry with no soap! One simple mixing process—no hot water! One simple mixing process—no hot water! One simple mixing process—no hot water!



**EASY DISPENSER WASHER**—It's a washer and dryer! Compact 17 inch width. In-line operation. Automatic laundry cycle. No hot water! One simple mixing process—no hot water!

## Contest! 501 big exciting prizes! plus any one of these Automatic Washers!



**KELVINATOR MODEL KWTW WASHER**—Long lasting action. No hot water! One simple mixing process—no hot water! One simple mixing process—no hot water!



**FRIGIDAIRE MODEL AWTW WASHER**—Long lasting action. No hot water! One simple mixing process—no hot water! One simple mixing process—no hot water!



**HOTPOINT MODEL AWTW WASHER**—Long lasting action. No hot water! One simple mixing process—no hot water! One simple mixing process—no hot water!

## 100 second prizes! Any one of these Automatic Washers!



**100 THIRD PRIZES**—100 SPRINGMAID SHEET SETS—2 sheets and 2 pillow cases in bedspread.



**100 FOURTH PRIZES**—100 SPRINGMAID TOWEL SETS—10 towels in 10 Springmaid Towel Sets.



**100 FIFTH PRIZES**—100 SPRINGMAID TOWEL SETS—10 towels in 10 Springmaid Towel Sets.



**100 SIXTH PRIZES**—100 SPRINGMAID TOWEL SETS—10 towels in 10 Springmaid Towel Sets.



**HEAVY DUTY Beads-O'-Bleach**—A NEW dry CHLORINE bleach—whitens better than liquid bleach!

**OFFICIAL CONTEST RULES**  
1. First prize is a new automatic washer...  
2. Second prize is a new automatic washer...  
3. Third prize is a new automatic washer...  
4. Fourth prize is a new automatic washer...  
5. Fifth prize is a new automatic washer...  
6. Sixth prize is a new automatic washer...  
7. Seventh prize is a new automatic washer...  
8. Eighth prize is a new automatic washer...  
9. Ninth prize is a new automatic washer...  
10. Tenth prize is a new automatic washer...

**BEADS-O'-BLEACH "CAREFREE WASHDAYS" CONTEST**  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
NAME OF APPLIANCE STORE \_\_\_\_\_  
DEALER'S SIGNATURE \_\_\_\_\_



Over 51,000,000 readers... hundreds of them your potential customers... will see Beads-O'-Bleach "Carefree Washdays" contest 2-color advertisements in...

**SATURDAY EVENING POST—JULY 9 • PARADE—JULY 10 • THIS WEEK—JULY 17 • FIRST THREE MARKETS—JULY 31 • FAMILY WEEKLY—JULY 31 • LIFE—AUGUST 1 • WOMAN'S DAY—AUGUST EVERYWOMAN'S FAMILY CIRCLE—AUGUST**

Additional millions will hear all about it on Purex television commercials on NBC-TV hour-long specials! Use the sales-making display and advertising material available to you FREE. Ask your distributor or factory representative!

Cash in on this traffic-building, profit-boosting Beads-O'-Bleach washer promotion!

## PLAN NOW TO TIE-IN!

You'll find the Woman's Touch in every Purex product  
PUREX CORPORATION, LTD., SOUTH GATE, CALIF.



Here it is! Never before at this low price!  
 New PHILCO 12-cu. ft. 2-door with  
**NO FROST ANYWHERE!**



It took PHILCO to break the no frost  
 Refrigerator price barrier! Get the deal  
 from your distributor.....**NOW!**

**PHILCO**



*Famous for Quality the World Over*

## Awards Go To Four Utilities...

... at the convention of Public Utilities Advertising Assn. in New York. "Look" magazine presented awards to utilities for service to builders in the sale of new homes.

Richard Harmel of "Look" (at right in picture) presents award plaques to (left to right) G. C. Everett, division sales supervisor of Appalachian Power Co., Huntington, W. Va.; Walter Herren, director of advertising for Union Electric Co., St. Louis, Mo.; Jack Spaulding, advertising manager of Southern California Gas Co., Los Angeles, who also accepts award for Southern Counties Gas Company of Los Angeles.



## UTILITY NEWS

**Private electric utilities plan to double their production capability by 1970 and quadruple it by 1980,** Allen S. King, president of Edison Electric Institute, has revealed. Assuming that the nation's overall economic growth will continue at about the same rate which has been maintained since the end of World War II, King said a sharp upturn in power capacity would be needed to meet an increased residential and commercial demand for electricity by an expanding population and increased industrial automation foreseen in the next 20 years.

**In New York 150,000 apartments** have been rewired since Con Edison began its adequate wiring program in 1953. In addition, well over 50,000 dwelling units in one and two family homes in the area were rewired.

Speaking before an industry convention, J. O. Covington, manager of Con Edison's adequate wiring bureau, told of the tremendous acceleration of the program in 1959. "There were more improvements in rewiring apartments last year than in all the first five years added together," he said. Covington added that more than 400,000 apartment dwellers in the city had received the benefits of modernized wiring since the Con Edison project began.

Covington calculated that in 1960 apartment owners will spend \$20 million and private home owners \$2.5 million for rewiring their property in New York.

Covington cited three reasons for rapid growth of his program: More property owners realize the necessity and benefits of adequate wiring; additional contractors have entered the field; the New York State Rent Commission has authorized higher rentals for improvements.

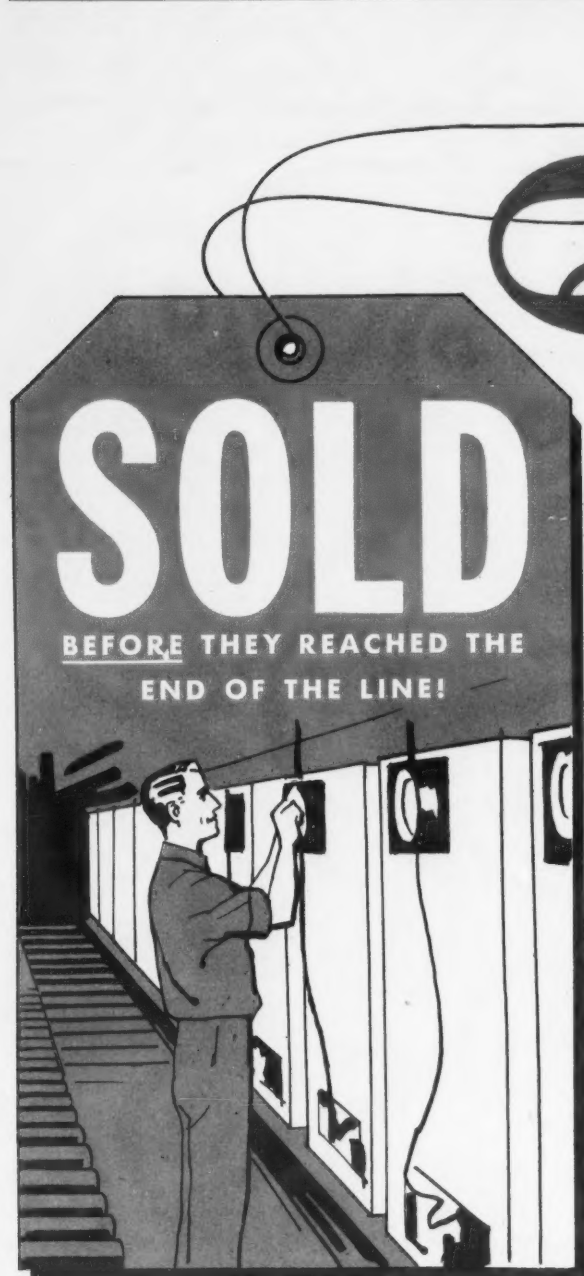
**Financings by U. S. public utilities** during the first quarter of 1960 have increased 10.2% over the same period last year, according to the financial consulting department of Ebasco Services Inc. Telephone companies and gas companies accounted for the greatest portion of the increase, while financing by electric utilities declined.

**"Get into politics"** is the advice Harold Quinton, board chairman of Southern California Edison Co., gives his employees and stockholders. "The responsibilities of citizenship in this greatest of all world democracies calls, of course, for active citizen participation at the polling place, but also calls for participation in grass roots community and political party organizations of the citizen's choice, where selections and campaign plans and plans for financial support of candidates for political office begin," Quinton declares.

Edison's management for the past year has been attending citizen study groups sponsored by various civic organizations.

**Wiring subsidies for homeowners** in Tacoma, Wash., who install 200 ampere-240 volt service will be allowed by Tacoma City Light, under a program approved by the city public utility board.

E. K. Murray, a member of the board, denounced the program as a "giveaway" to appliance dealers. But Utilities Director Dean Barline said it is to help the consumer who wants modern appliances.



# Quicfrēz

OCU-1000 UPRIGHT FREEZER

April's production is gone. May's production is completely SOLD. The acceptance, the demand, for the new OCU-1000 far out-stripped our expectations.

If you missed the story of this new 9 cu. ft. Upright Freezer, you missed a real solid story of floor selling power. Because, the OCU-1000 gives you a "family-sized freezer" that holds a generous 315 lbs of frozen food... at traffic-building price.

For additional sales versatility, it's a perfect size and color "companion" to the Model OCR-90 Quicfrēz refrigerator.

Quality, Dependability, it's got everything that's needed in a quality freezer, plus, Quicfrēz craftsmanship, backed by over a half a century of manufacturing experience.



FOR THE QUIC-SELL FACTS  
ABOUT THE **Quicfrēz** OCU-1000

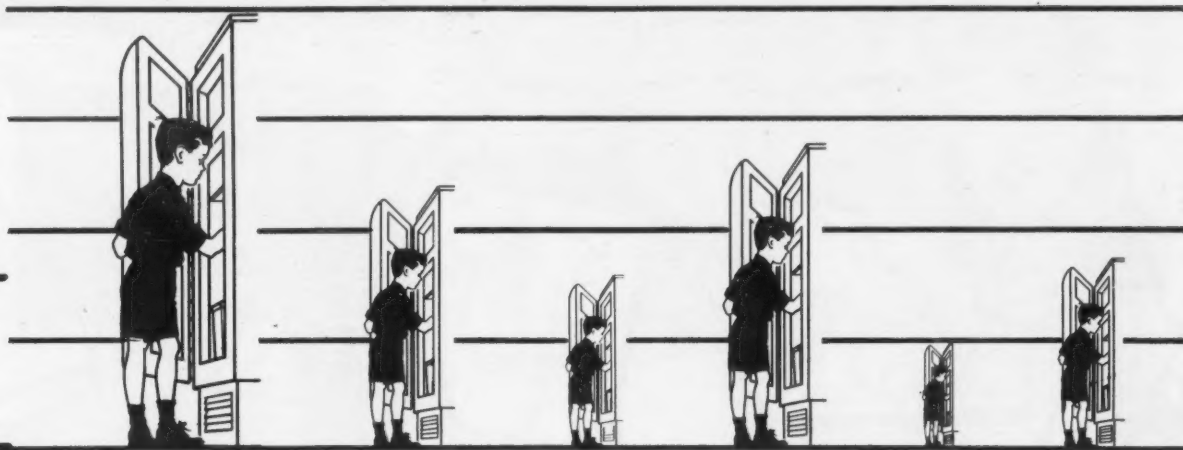
Write, wire or phone

**Quicfrēz** INC.  
FOND DU LAC, WISCONSIN





— **Biggest medium** —  
 — in biggest electric refrigerator market —  
 — **THE NEW YORK NEWS!** —



2,960,000  
NEWS

1,160,000  
Mirror

670,000  
Times

450,000  
Herald  
Tribune

810,000  
Journal-  
American

300,000  
Post

530,000  
World-Tel.  
& Sun

(Source: Profile of the Millions—2nd Edition)

### *In metropolitan New York,*

The New York News has 2,960,000 readers in households owning electric refrigerators — more than all other New York morning papers combined, and more than all evening papers combined.

Appliance buyers are good customers for all kinds of merchandise, big-ticket and volume. And The News has more of them!

The News also has more home owners, new car buyers, stock owners, families with children, and readers in families with incomes over \$5,000 — and over \$10,000.

In the nation's major market, The New York News is your major selling medium!

Want larger sales — use THE NEWS!

**THE NEWS**, *New York's Picture Newspaper*  
*More than twice the circulation, daily and Sunday, of any other newspaper in America*

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—634 Buhl Building, Detroit 26—1405 Locust St., Philadelphia 2—3460 Wilshire Boulevard, Los Angeles 5—407 Lincoln Road, Miami Beach 39—155 Montgomery St., San Francisco 4—27 Cockspur St., London S. W. 1, England

Save your shoe leather... pre-shop the markets with EM Week's two spectacular Show Issues. Summer Home Furnishings Market - June 20th. Music Show and Housewares Show - July 11th. All three shows promise a wondrous assortment of new, *must-see* items, but there are still only twenty four hours in a day, even market days. So, wherever you are, study both issues. Blanket distribution of hotels and clubs plus the markets themselves assures you of your own personal copy. Find out, *fast*, what's *really* important, *who* has it, *where* to see it. Every Monday, (show times especially), the pros read

## ***ELECTRICAL MERCHANDISING WEEK***





## PEOPLE in the NEWS



**E. P. Christian**  
of Kelvinator



**Phil G. Kerr**  
of Estey



**J. B. Elliott**  
of York



**L. F. Hardy**  
of Philco



**H. E. Bowes**  
of Philco



**E. H. Stonecipher**  
of Arvin



**R. S. Burke**  
of Roper

**George D. Roper Corp.**—Richard S. Burke was elected president and director of the gas appliance manufacturer. He will assume his duties July 1. Burke was operating assistant to the president of Sears, Roebuck Co. Stanley H. Hobson, who was chairman of the board and president of Roper, will continue as board chairman and will play an active role in company management.

**Sunbeam Corp.**—Chester L. Wilkison was appointed national sales manager, appliance division. Richard D. Maher was appointed sales manager of the appliance division.

**Stromberg-Carlson**, a division of General Dynamics—Harry B. Proudman Jr. has been appointed district manager of high fidelity sales in the Hartford territory.

**Capehart Corp.**—B. Bernard Lalpern has been named southeastern regional sales manager for dealer sales. His territory consists of southern Georgia and the state of Florida.

**Thermador**, a division of Norris-Thermador Corp.—Claude L. Weigle was appointed manager of national service operations.

**Frigidaire**, a division of General Motors Corp.—Harold T. Mattern, assistant general sales manager with more than 38 years with the company, has retired.

**Edison Electric Institute**—Frank Kitzmiller Jr. has been appointed to the new position of inter-industry coordinator for the Live Better Electrically program.

**Arvin Industries**—Eldo H. Stonecipher was elected president and general manager of the company. He succeeds Glenn W. Thompson, president and chairman of the board, who will continue as board chairman. Eugene I. Anderson replaces Stonecipher as vice president and general manager of Arvin's automotive division.

**Culligan Inc.**—Eldon H. Gleason Jr. has been appointed manager of the newly organized national accounts department of the manufacturer of water conditioning equipment and desiccants.

**Philco Corp.**—Major organization changes have been announced. Larry F. Hardy, formerly vice president and general manager of the consumer products division, has been named to the newly created position of vice president-public relations. Henry E. Bowes, formerly vice president-marketing, becomes vice president and general manager of the consumer products division. Robert G. Urban becomes vice president-marketing. Rayford E. Nugent has been appointed vice president-assistant to the vice president, marketing. Frederick D. Ogilby has been named director of sales.

Edwin Van Sciver was appointed product development manager for home laundry equipment. Ralph Schmithorst was appointed product development manager for electric ranges and Citation appliances.

**York**, a division of Borg-Warner

Corp.—Joseph B. Elliott has been named president and general manager of the company. He succeeds Henry M. Haase, who has been transferred to Borg-Warner headquarters in Chicago. Elliott formerly was president of Schick, Inc. and Tele-Dy-Namics, Inc.

**Estey Corp.**—Phil G. Kerr was named vice president and director of sales, chord organ division.

**Kelvinator**, a division of American Motors Corp.—Edgar P. Christian has been named sales manager for Leonard and ABC appliance lines.



Modern as tomorrow. Charming as yesteryear. More profitable than ever. That's Republic's new *Traditional Finish*.

Just what the homemaker ordered. All the conveniences of an all-steel kitchen with an exciting new finish that blends dining and living areas into centers of gracious living.

*Traditional* is a vinyl of beautiful and natural grain inseparably bonded to Republic Steel Kitchen door and drawer fronts. So *sensellable*, the buyer doesn't have to make a choice—just a decision.

Send coupon for complete information and color sample.

WHY STOCK TWO...when one will do

**REPUBLIC STEEL**  
*Kitchens*

REPUBLIC STEEL • BERGER DIVISION  
CANTON 5, OHIO

REPUBLIC STEEL KITCHENS, DEPT. C-9465  
1156 BELDEN AVENUE • CANTON 5, OHIO

Please tell me more about Republic's *Traditional Finish* and send color sample.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

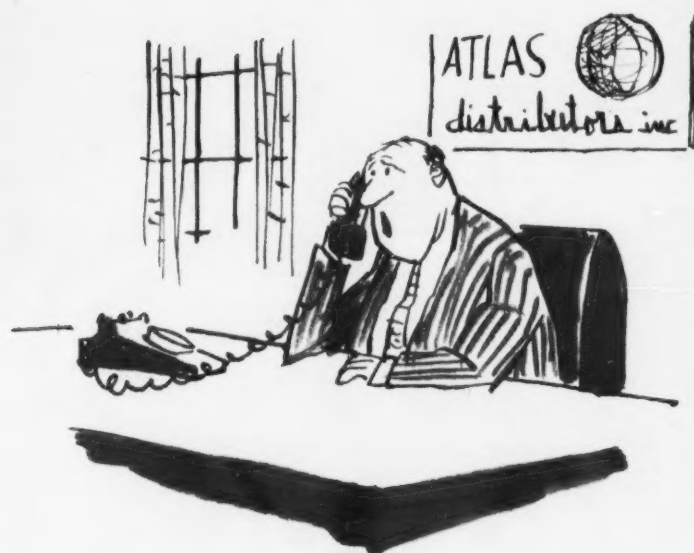
# Modrigues LOOKS AT THE DISTRIBUTOR



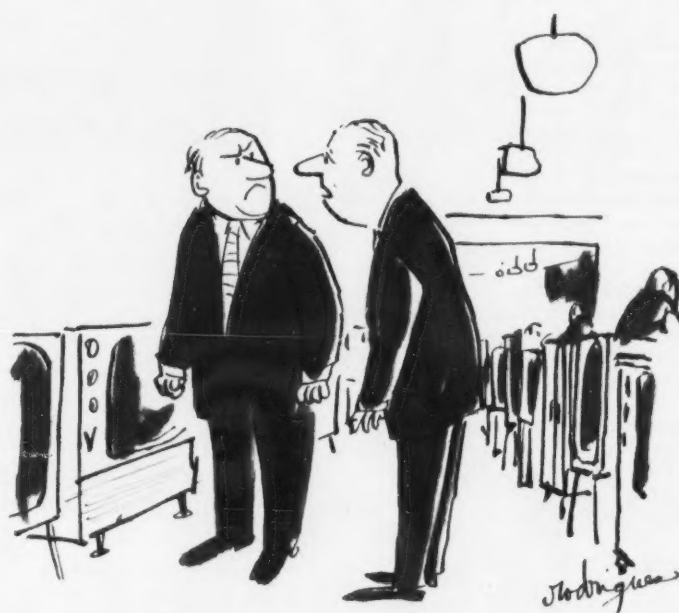
"Not yet! NOT YET!"



"I'm letting him complain directly to the manufacturer."



"Look, Mr. Stein, stop referring to us as the Atlas 'KENNELS.' It's not our fault the stuff's not moving . . ."



"That salesman you just fired was sent down by the distributor gratis to help in our promotion."





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PUBLISHER

### WAYNE SMITH

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CIRCULATION MANAGER

### PETER HUGHES

PRODUCTION MANAGER

### MARIE RESTAINO

PRODUCTION  
ASSISTANT

### DISTRICT MANAGERS

NEW YORK, WARREN S. ACKERMAN  
H. WILLIAM DAVIS  
500 Fifth Avenue, New York 36, N. Y.  
OX. 5-5959

ATLANTA, RAYMOND K. BURNET  
1301 Rhodes-Haverty Building, Atlanta 3, Ga.  
JA. 3-6951

CHICAGO, DALE R. BAUER  
EDWARD J. BRENNAN  
520 N. Michigan Avenue, Chicago 11, Ill.  
MO. 4-5800

CLEVELAND, ROBERT J. SCANNELL  
55 Public Square, Cleveland 13, Ohio  
SU. 1-7000

DALLAS, JOHN GRANT  
901 Vaughn Bldg., Dallas 1, Tex.  
RI. 7-5117

HOUSTON, GENE HOLLAND  
W-724 Purdential Bldg., Houston 25, Tex.  
JA. 6-1281

LOS ANGELES, RUSSELL H. ANTLES  
1125 West Sixth, Los Angeles 17, Cal.  
HU. 2-5450

SAN FRANCISCO, THOMAS H. CARMODY  
SCOTT HUBBARD  
68 Post Street, San Francisco 4, Cal.  
DO. 2-4600

**COMING  
SOON...**

a  
great new  
adventure  
in family fun  
is about to be  
unveiled  
by **WEST BEND**

WEST BEND ALUMINUM CO., Dept. 186, West Bend, Wisconsin

## FINANCIAL REPORTS

**Black & Decker**—Consolidated net sales for the six months ended March 27, \$28,763,487, up 18.5% over sales during the same period in 1959; net income, \$2,797,420, or \$1.29 per common share, up 36% over 1959's net income for the first six months.

**Casco Products Corp.**—Net sales for the fiscal year ended Feb. 29, \$11,295,160, up 28.7% over the \$8,774,192 in 1959; net income after taxes, \$391,220, or 76½¢ a share of common, compared with \$246,655, or 48¢ a share, in 1959.

**Clayton Mark & Co.**—Net sales for the three months ended March 31, \$3,727,566, compared with \$3,998,678 for the same period in 1959; net

income, \$39,000 or 9¢ a share, compared with \$94,013, or 24¢ a share, in 1959.

**The Coleman Co., Inc.**—Sales in the first four months of 1960, \$13,246,656, compared with \$13,605,135 in the first four months of 1959; net income, \$318,946, compared with \$416,864.

**Vornado, Inc.**—For quarter ending Feb. 29: net sales over \$26 million; net earnings, \$565,000, equal to 50¢ per share. For the whole of 1959: net sales, \$76,054,000; net earnings, \$1,048,000, equal to \$1.23 per outstanding share.

**Gamble-Skogmo, Inc.**—For first quarter 1960: net sales, \$29,706,357, compared with \$28,260,654 for same period in 1959; net income, \$608,-

342, equal to 21¢ per common share, compared with \$956,697 and 35¢ per share a year ago.

**Geo. D. Roper Corp.**—For period ending April 23: net sales \$7,948,957, compared with \$10,399,808 for same period in 1959; net profit, \$165,714, equal to 61¢ per share (exclusive of Treasury shares), compared with \$315,290 and \$1.16 per share a year ago.

**Jefferson Electric Co.**—For first quarter 1960: net sales, \$5,537,030, up 20% over \$4,586,338 for same period in 1959; net income, \$115,732, equal to 23¢ per share, up 12% over \$103,281 and 21¢ per share for comparable period last year.

**Packard Bell Electronics Corp.**—For six months ending March 31:

net sales and earnings, \$23,712,089, compared with \$24,125,962 for first half of fiscal 1959; net profits, \$491,101, compared with \$717,723 a year ago.

**Philco Corp.**—For first quarter 1960: net sales, \$101,781,000, compared with \$95,558,000 for same period in 1959; net income, \$1,615,000, equal to 37¢ per common share, compared with \$1,589,000 and 37¢ per share for same period a year ago.

**Robertshaw-Fulton Controls Co.**—For first quarter 1960: net sales, \$19,577,757, compared with \$19,866,615 for the same period in 1959; net income, \$866,726, equal to 50¢ per share, compared with \$1,436,743 and 86¢ per share a year ago.

**Schick Incorporated**—For first quarter 1960: net sales, \$4,410,736, compared with \$2,310,966 for same period in 1959; net loss, \$134,331, compared with net profit of \$5,225 for first quarter a year ago.

**Siegler Corp.**—For first quarter 1960: net sales, \$19,673,556, compared with \$19,101,362 for same quarter 1959; net income, \$708,112, equal to 43¢ per share, compared with \$500,419 and 32¢ per share a year ago. For the nine months ending March 31: net earnings, \$2,467,000 equal to \$1.50 per share, up 42.4% over \$1,732,080 and \$1.11 per share a year ago.

**Spiegel, Inc.**—For first quarter 1960: net sales, \$45,476,746, up 1.4% over \$44,847,149 for same period in 1959; net profit, \$1,127,807, equal to 38¢ per share, compared with \$1,888,221 and 65¢ per share a year ago.

**Vocaline Co. of America, Inc.**—Annual report for 1959: net sales, \$1,807,871, up 64% over \$1,190,241 for 1958; net income, \$78,400, compared with 1958 loss of \$25,283.

**Allied Stores Corp.**—For fiscal 1960 ending Jan. 31: net sales, \$679,488, up 5.5% over \$643,778 for fiscal 1959; net earnings, \$14,673, equal to \$5.17 per common share, compared with \$12,004 and \$4.18 for fiscal year 1959.

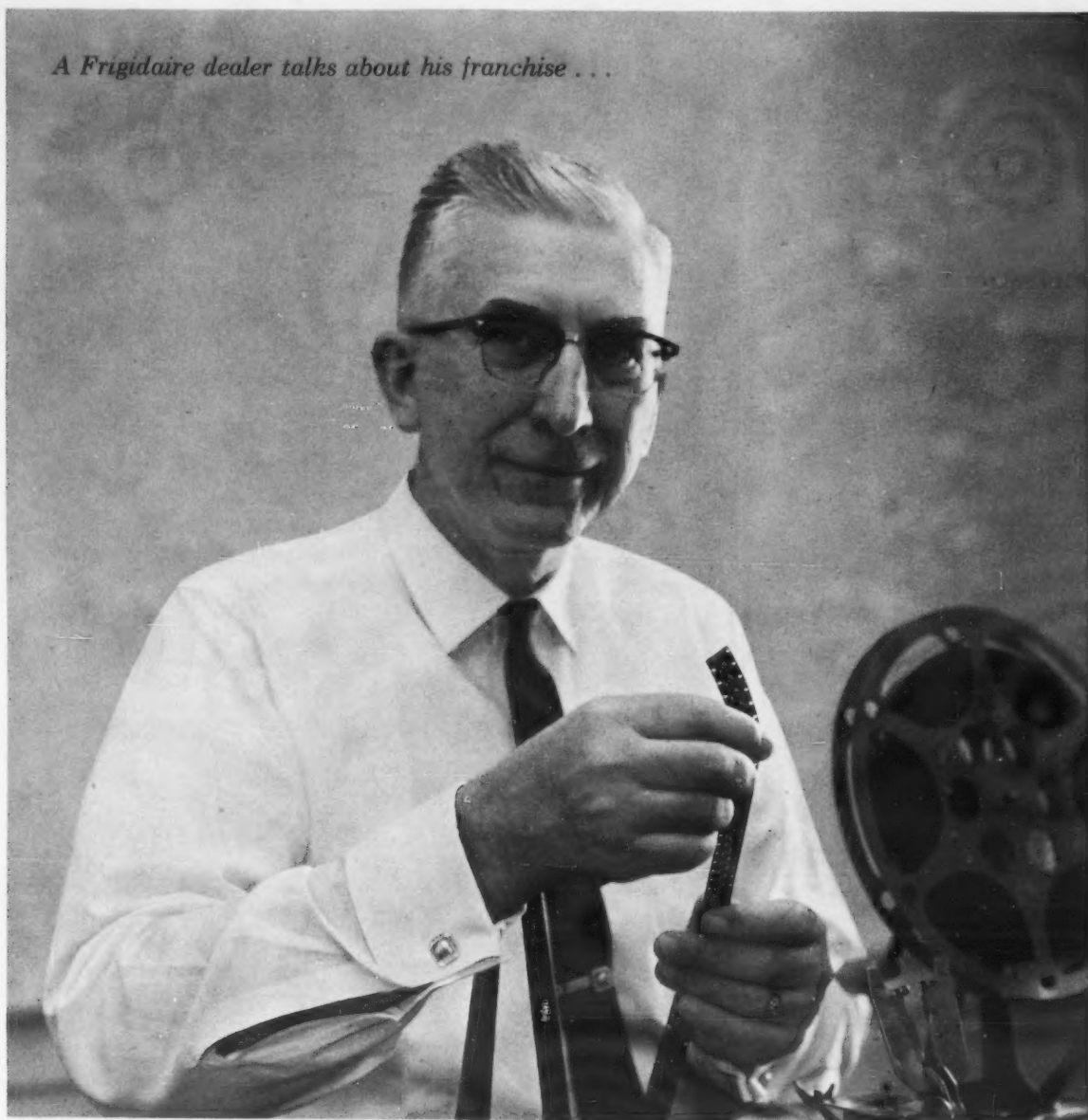
## FINANCIAL NEWS

**Reeves Soundcraft Corp.** reports its magnetic tape sales climbed 35% in the first quarter of 1960 over sales in the same period last year.

**Kelvinator Division** of American Motors Corp. has announced that March sales of major appliances jumped more than 20% over the same month a year ago. This gain marks the 16th consecutive month in which sales have been significantly ahead of year-ago periods.

**Pentron Electronics Corp.** common stock was admitted to trading on the American Stock Exchange early last month. Incorporated in 1943, Pentron markets commercial, industrial and home tape recorders, recently introduced "Pentronaire" line of air purifiers.

**Jefferson Electric Co.** common stock was admitted to trading on the Midwest Stock Exchange early last month. The Bellwood, Ill., firm manufactures transformers, lamp ballasts, electric clocks and custom electronic cable assemblies.



*A Frigidaire dealer talks about his franchise . . .*

Ed Pierce is a busy exclusive Frigidaire Dealer—has been for 20 years. But there's time for taking moving pictures, and for serving his city of Vallejo, California, as Councilman. Ed says the time is available because . . .

**"Every Frigidaire product I sell...sells another!"**

*"Delivering a Frigidaire Appliance is like putting a salesman out in the field. Frigidaire styling and features go to work selling everyone who sees them. You just can't beat Frigidaire for referrals!"*

Naturally, we at Frigidaire invest heavily in advertising and promotion. But most of our money and effort goes into building better products. Fine products are the best sales-getters of all!

**FRIGIDAIRE**  
PRODUCT OF GENERAL MOTORS



A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.2	18.1	17.9	1.7% up* (March 1960 vs. March 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	327	336	332	1.5% down (March 1960 vs. March 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	281	285	282	0.4% down (March 1960 vs. March 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	34	27	28	21.4% up (April 1960 vs. April 1959)
<b>HOUSING STARTS</b> (thousands)	110.4	97.0	142.2	22.3% less (April 1960 vs. April 1959)
<b>AUTO OUTPUT</b> (thousands)	144.1**	154.8**	117.4**	22.7% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	18.7+	18.8+	17.7+	5.6% up (1st quarter 1960 vs. 1st qtr. 1959)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	345.3+	340.8+	327.4+	5.5% up (1st quarter 1960 vs. 1st qtr. 1959)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	24.6+	23.7+	23.5+	4.7% up (1st quarter 1960 vs. 1st qtr. 1959)
<b>EMPLOYMENT</b> (thousands)	66,159	64,267	65,012	1.8% up (April 1960 vs. April 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960

\*\*Figures are for week ending May 28, 1960 and preceding week (revised)

+Figures are for quarters

++Federal Reserve Bulletin figures (revised)

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in bold-face type.

		1960 (Units)	1959 (Units)	% Change
<b>DISHWASHERS</b>	Mar.	55,100	43,800	+25.80
	3 Mos.	138,300	119,100	+16.12
<b>DRYERS, Clothes, Electric</b>	Apr.	35,659	43,945	-18.85
	4 Mos.	240,680	260,630	-7.65
Gas	Apr.	17,554	23,807	-26.27
	4 Mos.	122,708	130,050	-5.65
<b>FOOD WASTE DISPOSERS</b>	Mar.	71,000	61,600	+15.26
	3 Mos.	179,100	169,100	+5.91
<b>FREEZERS</b>	Mar.	112,200	121,400	-7.58
	3 Mos.	262,800	290,800	-9.63
<b>PHONOGRAPHS, Monaural</b>	Mar.	63,264	119,075	-46.87
	3 Mos.	272,518	468,095	-41.78
Stereo	Mar.	242,523	168,117	+44.26
	3 Mos.	908,518	534,203	+70.07
<b>RADIOS, Home-Portable-Clock</b> (production)	Week May 20	211,892	271,641	-22.00
	20 Weeks	4,051,035	3,287,349	+23.23
<b>RADIOS, Automobile (production)</b>	Week May 20	112,129	121,396	-7.63
	20 Weeks	2,600,895	2,139,563	+21.56
<b>TELEVISION (production)</b>	Week May 20	113,976	115,539	-1.35
	20 Weeks	2,323,267	2,102,147	+10.52
<b>REFRIGERATORS</b>	Mar.	338,100	333,700	+1.32
	3 Mos.	907,200	896,100	+1.24
<b>RANGES, Electric—Standard</b>	Mar.	85,800	102,200	-16.05
	3 Mos.	236,700	267,400	-11.48
Built-in	Mar.	70,600	70,400	+ .28
	3 Mos.	176,400	160,600	+9.84
<b>RANGES, Gas—Standard</b>	Apr.	128,000	136,600	-6.30
	4 Mos.	515,600	545,300	-5.45
Built-in	Apr.	29,900	29,100	+2.75
	4 Mos.	106,300	92,700	+14.67
<b>VACUUM CLEANERS</b>	Apr.	278,391	317,402	-12.29
	4 Mos.	1,171,122	1,177,871	-.57
<b>WASHERS, Automatic &amp; Semi-Auto</b>	Apr.	175,983	202,259	-12.99
	4 Mos.	843,899	903,836	-6.63
Wringer & Spinner	Apr.	59,845	72,113	-17.01
	4 Mos.	235,769	286,521	-17.71
<b>WASHER-DRYER COMBINATIONS</b>	Apr.	10,404	11,507	-9.59
	4 Mos.	59,433	65,222	-8.88
<b>WATER HEATERS, Electric (Storage)</b>	Mar.	75,100	74,900	+ .26
	3 Mos.	184,300	213,100	-13.51
<b>WATER HEATERS, Gas (Storage)</b>	Apr.	214,000	261,300	-18.10
	4 Mos.	890,800	1,053,100	-15.41

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

**FREE BOOKLET**

**Facts  
about  
a new  
profit  
opportunity  
in a fresh  
new market**

The market for better air is a vast one—and growing daily. Electro-Klean removes up to 90% of air borne dust, dirt and pollen from indoor air. It fills a vital need for homeowners who want cleaner, healthier homes.

If you are looking for a new source of profit... if you can arrange for installation in new or existing homes, Electro-Klean offers you substantial profit opportunities. No price-cutting competition. No comparable "whole home" air filter available anywhere near the price. A booming market—a full profit on every sale.

Mail coupon for full information.



**American Air Filter COMPANY, INC.**  
215 Central Avenue, Louisville 8, Kentucky

Gentlemen: I would like to judge for myself whether or not Electro-Klean is right for my type of store. Please send me a copy of your booklet, directed specifically to appliance dealers.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

### MERCHANDISING SUPPLEMENT NEW PRODUCTS— NEW SALES

**FAMOUS**  
*Mend-it sleeve*

Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 5 sizes.

Just insert wire ends and crimp tight with ordinary pliers.

**WRITE FOR CATALOG & FREE SAMPLE**

**MEND-IT SLEEVE MFG. CO.**  
3125 Gloria Terrace Lafayette, California

### EMPLOYMENT OPPORTUNITIES

ADDRESS BOX NO. REPLIES TO: Box No.  
Classified Adv. Div. of this publication.  
Send to office nearest you.  
NEW YORK 36 P. O. BOX 12  
CHICAGO 11 520 N. Michigan Ave.  
SAN FRANCISCO 4 68 Post St.

**SELLING OPPORTUNITY AVAILABLE**  
A large and very well-known British manufacturer in the domestic electronic industry would like to get in touch with an importer who could offer effective distribution in the U.S. The manufacturer will be exhibiting at the British trade fair in New York in June and will show a range of models developed for the American market. Enquiries should be addressed to: RW-4422, Electrical Merchandising Week.

#### POSITION WANTED

Merchandising Executive. Conventional and chain discount operation appliances. Sales supervision management buying advertising new openings and increasing sales volume. Seeks challenge where results bring increased compensation in salary and/or profit sharing. PW-4391. Electrical Merchandising Week.

There are  
**plus profits**  
in Paragon  
appliance  
timers



Write:

**PARAGON**  
**ELECTRIC COMPANY**  
1638 Twelfth St. • Two Rivers, Wis.  
TIME IS MONEY — CONTROL IT WITH PARAGON



**SELLING CONVENIENCE**, food plan salesman H. I. Marcus makes it a point to be on hand when first delivery of food is made to consumer. He can explain features of unit and show how unit should be filled.

## A Freezer a Day . . .

That's the pace maintained by salesman H. I. Marcus of El Paso, Tex., who has a simple explanation of how he sold 968 food plans in 36 months

Marcus' first rule is to "sell clean." "If a salesman starts off selling clean, referrals will soon keep him going," says Marcus, who went directly from selling stocks and bonds to selling food plans for National Food Service.

"The only canvassing I've ever done was during my first three days. I knocked on 163 doors, made 10 appointments and sold 10 plans."

Here's how he does it:

**Use the user.** Marcus believes that if every sale doesn't result in at least two new sales something has gone wrong. In one case, he has been able to trace 28 sales back to a single transaction.

**Tailor the plan to the prospect.** "I never try to sell a food plan to a customer who obviously would not derive any benefit from it. For example, a family spending less than the average on food is a risky prospect. In presenting the food plan, I let the prospects use their own figures; I don't try to fit a prospect into any food plan category, but fit a food plan to the prospect."

**Stress convenience, not savings.** While most food plan sales pitches are built entirely around the savings involved, Marcus ducks this angle and lays the emphasis on the convenience a freezer plan involves. At no time during his presentation does he paint the local grocers as highway robbers, overcharging their customers. Instead he says this:

"Freezer living makes it possible for you to buy intelligently. You are not in the super markets so often and are less tempted to buy impulsively; you buy intelligently,

and the savings on the impulse items you don't really need help pay for your freezer."

Prospects who are currently living well are not interested in the savings usually touted by food plan salesmen, Marcus contends. But such prospects normally do a lot of entertaining. With a food plan they can buy at quantity prices and still have room in their freezer to store pastries and desserts prepared well in advance.

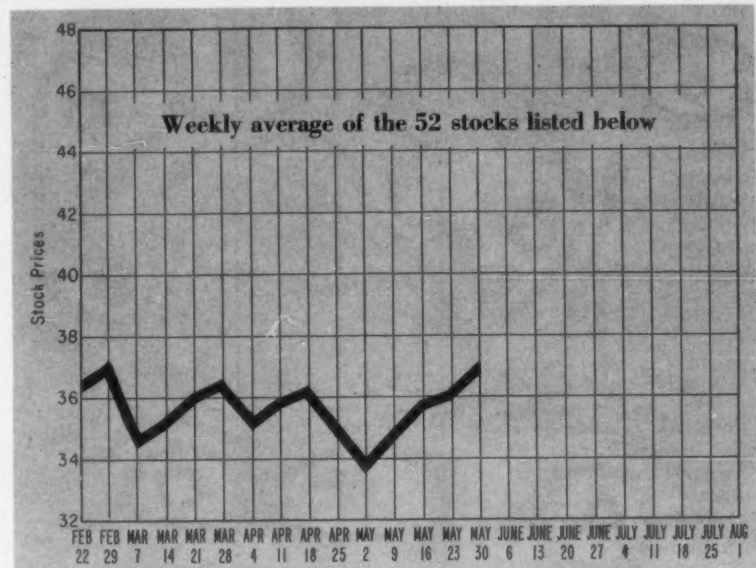
According to Marcus, a food plan is for families who like to eat well and can afford it.

**Contact only qualified leads.** In addition to referrals, Marcus gets his share of leads from the advertising run by National Food Service. But he screens them carefully.

Marcus phones in all his own leads to the local credit bureau and has made it a point to know the answering girls personally. Leads coming in from advertising are blind to the extent there is no other information but a name, an address and a phone number to go on. Marcus can get the rest of the needed information through the credit bureau.

If the prospect's credit is satisfactory, Marcus phones him, ostensibly to make an appointment. During the conversation Marcus finds out whether the prospect has a freezer and how much he is currently spending for food. If his food budget is less than average, Marcus tells the prospect he will call back later. This same routine is used on prospects whose credit is questionable. Thus, unqualified prospects are chilled but not ignored or offended.

**TAKING STOCK** A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	1960 HIGH	1960 LOW	CLOSE MAY 23	CLOSE MAY 27	NET CHANGE
<b>NEW YORK EXCHANGE</b>					
Admiral	237 <sup>3</sup> / <sub>8</sub>	161 <sup>1</sup> / <sub>4</sub>	171 <sup>1</sup> / <sub>2</sub>	177 <sup>3</sup> / <sub>8</sub>	+ 3 <sup>3</sup> / <sub>8</sub>
American Motors I	291 <sup>1</sup> / <sub>2</sub>	221 <sup>1</sup> / <sub>4</sub>	211 <sup>1</sup> / <sub>2</sub>	233 <sup>3</sup> / <sub>4</sub>	— 3 <sup>1</sup> / <sub>4</sub>
Arvin Ind. I	271 <sup>1</sup> / <sub>2</sub>	217 <sup>1</sup> / <sub>8</sub>	231 <sup>3</sup> / <sub>8</sub>	23	— 1 <sup>1</sup> / <sub>8</sub>
Borg Warner 2	481 <sup>1</sup> / <sub>2</sub>	361 <sup>1</sup> / <sub>4</sub>	385 <sup>3</sup> / <sub>8</sub>	371 <sup>1</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>2</sub>
Carrier 1.60	413 <sup>1</sup> / <sub>4</sub>	321 <sup>3</sup> / <sub>8</sub>	321 <sup>1</sup> / <sub>4</sub>	311 <sup>1</sup> / <sub>4</sub>	— 1
CBS 1.40B	45	365 <sup>3</sup> / <sub>8</sub>	41	407 <sup>3</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Chrysler I	717 <sup>1</sup> / <sub>8</sub>	421 <sup>3</sup> / <sub>8</sub>	455 <sup>3</sup> / <sub>8</sub>	451 <sup>1</sup> / <sub>4</sub>	— 5 <sup>1</sup> / <sub>8</sub>
Decca Records IXD	337 <sup>3</sup> / <sub>8</sub>	173 <sup>3</sup> / <sub>8</sub>	321 <sup>1</sup> / <sub>2</sub>	313 <sup>3</sup> / <sub>4</sub>	— 3 <sup>1</sup> / <sub>4</sub>
Emerson Electric I	483 <sup>3</sup> / <sub>8</sub>	33	461 <sup>1</sup> / <sub>2</sub>	49	+ 21 <sup>1</sup> / <sub>2</sub>
Emerson Radio .50F	183 <sup>3</sup> / <sub>8</sub>	111 <sup>1</sup> / <sub>8</sub>	123 <sup>1</sup> / <sub>4</sub>	14	+ 11 <sup>1</sup> / <sub>4</sub>
Fedders IXD	203 <sup>3</sup> / <sub>8</sub>	167 <sup>1</sup> / <sub>8</sub>	171 <sup>1</sup> / <sub>4</sub>	177 <sup>1</sup> / <sub>8</sub>	+ 5 <sup>1</sup> / <sub>8</sub>
General Dy. 2	533 <sup>3</sup> / <sub>8</sub>	38	443 <sup>1</sup> / <sub>4</sub>	441 <sup>1</sup> / <sub>4</sub>	— 1 <sup>1</sup> / <sub>2</sub>
General Elec. 2	997 <sup>1</sup> / <sub>8</sub>	845 <sup>3</sup> / <sub>8</sub>	891 <sup>1</sup> / <sub>2</sub>	89	— 1 <sup>1</sup> / <sub>2</sub>
General Motors 2XD	555 <sup>3</sup> / <sub>8</sub>	43	441 <sup>1</sup> / <sub>2</sub>	433 <sup>3</sup> / <sub>8</sub>	— 11 <sup>1</sup> / <sub>8</sub>
General Tel & El .76 new	323 <sup>3</sup> / <sub>8</sub>	27	277 <sup>1</sup> / <sub>8</sub>	311 <sup>1</sup> / <sub>2</sub>	+ 35 <sup>3</sup> / <sub>8</sub>
Hoffman Elec. .60	275 <sup>3</sup> / <sub>8</sub>	181 <sup>1</sup> / <sub>8</sub>	211 <sup>1</sup> / <sub>2</sub>	233 <sup>1</sup> / <sub>2</sub>	+ 2
Hupp CP. 3 <sup>1</sup> / <sub>8</sub> F	131 <sup>1</sup> / <sub>4</sub>	87 <sup>1</sup> / <sub>8</sub>	93 <sup>1</sup> / <sub>4</sub>	93 <sup>1</sup> / <sub>8</sub>	— 3 <sup>1</sup> / <sub>8</sub>
Magnavox I	517 <sup>1</sup> / <sub>8</sub>	313 <sup>1</sup> / <sub>4</sub>	491 <sup>1</sup> / <sub>2</sub>	51	+ 11 <sup>1</sup> / <sub>2</sub>
Maytag 2A	441 <sup>1</sup> / <sub>2</sub>	351 <sup>1</sup> / <sub>4</sub>	371 <sup>1</sup> / <sub>2</sub>	361 <sup>1</sup> / <sub>2</sub>	— 1
McGraw-Edison 1.40	453 <sup>1</sup> / <sub>4</sub>	381 <sup>1</sup> / <sub>4</sub>	391 <sup>1</sup> / <sub>4</sub>	397 <sup>1</sup> / <sub>8</sub>	— 5 <sup>1</sup> / <sub>8</sub>
Minn. Mining & Mfg. 1.60	214	161 <sup>1</sup> / <sub>4</sub>	204	213	+ 9
Montgomery Ward 2	553 <sup>3</sup> / <sub>8</sub>	421 <sup>3</sup> / <sub>8</sub>	453 <sup>3</sup> / <sub>8</sub>	437 <sup>3</sup> / <sub>8</sub>	— 11 <sup>1</sup> / <sub>2</sub>
Monarch .20EXD	197 <sup>1</sup> / <sub>8</sub>	127 <sup>1</sup> / <sub>8</sub>	133 <sup>1</sup> / <sub>4</sub>	131 <sup>3</sup> / <sub>8</sub>	— 5 <sup>1</sup> / <sub>8</sub>
Motor Wheel I	231 <sup>1</sup> / <sub>4</sub>	16	16	155 <sup>3</sup> / <sub>8</sub>	— 3 <sup>1</sup> / <sub>8</sub>
Motorola 1.50	1921 <sup>1</sup> / <sub>4</sub>	140	1821 <sup>1</sup> / <sub>4</sub>	1871 <sup>1</sup> / <sub>2</sub>	+ 51 <sup>1</sup> / <sub>4</sub>
Murray CP	281 <sup>1</sup> / <sub>2</sub>	243 <sup>1</sup> / <sub>4</sub>	251 <sup>1</sup> / <sub>4</sub>	261 <sup>1</sup> / <sub>2</sub>	+ 11 <sup>1</sup> / <sub>4</sub>
Philco 1 <sup>1</sup> / <sub>4</sub> G	381 <sup>1</sup> / <sub>4</sub>	263 <sup>1</sup> / <sub>8</sub>	313 <sup>1</sup> / <sub>8</sub>	327 <sup>1</sup> / <sub>8</sub>	+ 11 <sup>1</sup> / <sub>2</sub>
R.C.A. 1B	783 <sup>3</sup> / <sub>8</sub>	591 <sup>1</sup> / <sub>2</sub>	751 <sup>1</sup> / <sub>2</sub>	751 <sup>1</sup> / <sub>4</sub>	— 1 <sup>1</sup> / <sub>4</sub>
Raytheon 2.37T	533 <sup>3</sup> / <sub>8</sub>	351 <sup>1</sup> / <sub>2</sub>	44	431 <sup>1</sup> / <sub>4</sub>	— 3 <sup>1</sup> / <sub>4</sub>
Rheem .60	287 <sup>1</sup> / <sub>8</sub>	181 <sup>1</sup> / <sub>2</sub>	221 <sup>1</sup> / <sub>8</sub>	23	+ 7 <sup>1</sup> / <sub>8</sub>
Ronsen .60	12	93 <sup>1</sup> / <sub>4</sub>	10	97 <sup>1</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Roper GD	211 <sup>1</sup> / <sub>2</sub>	141 <sup>1</sup> / <sub>8</sub>	151 <sup>1</sup> / <sub>2</sub>	191 <sup>1</sup> / <sub>4</sub>	+ 33 <sup>1</sup> / <sub>4</sub>
Schick	163 <sup>1</sup> / <sub>4</sub>	101 <sup>1</sup> / <sub>2</sub>	113 <sup>1</sup> / <sub>4</sub>	113 <sup>1</sup> / <sub>8</sub>	— 3 <sup>1</sup> / <sub>8</sub>
Siegler Corp. .20R	411 <sup>1</sup> / <sub>4</sub>	291 <sup>1</sup> / <sub>4</sub>	381 <sup>1</sup> / <sub>8</sub>	401 <sup>1</sup> / <sub>4</sub>	+ 21 <sup>1</sup> / <sub>8</sub>
Smith A. O. 1.60A	533 <sup>3</sup> / <sub>8</sub>	343 <sup>3</sup> / <sub>8</sub>	361 <sup>1</sup> / <sub>2</sub>	361 <sup>3</sup> / <sub>8</sub>	— 3 <sup>1</sup> / <sub>8</sub>
Sunbeam 1.40A	641 <sup>1</sup> / <sub>2</sub>	501 <sup>1</sup> / <sub>2</sub>	523 <sup>1</sup> / <sub>4</sub>	57	+ 41 <sup>1</sup> / <sub>4</sub>
Welbilt .10G	77 <sup>1</sup> / <sub>8</sub>	53 <sup>1</sup> / <sub>8</sub>	53 <sup>1</sup> / <sub>4</sub>	55 <sup>1</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Westinghouse 1.20	595 <sup>3</sup> / <sub>8</sub>	451 <sup>1</sup> / <sub>2</sub>	561 <sup>1</sup> / <sub>4</sub>	597 <sup>1</sup> / <sub>8</sub>	+ 35 <sup>3</sup> / <sub>8</sub>
Whirlpool 1.40	347 <sup>1</sup> / <sub>8</sub>	233 <sup>1</sup> / <sub>8</sub>	255 <sup>1</sup> / <sub>8</sub>	231 <sup>1</sup> / <sub>2</sub>	— 15 <sup>1</sup> / <sub>8</sub>
Zenith 1.60	116	891 <sup>1</sup> / <sub>8</sub>	1061 <sup>1</sup> / <sub>2</sub>	1113 <sup>1</sup> / <sub>4</sub>	+ 51 <sup>1</sup> / <sub>4</sub>
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .30G	91 <sup>1</sup> / <sub>4</sub>	63 <sup>1</sup> / <sub>4</sub>	75 <sup>1</sup> / <sub>8</sub>	91 <sup>1</sup> / <sub>4</sub>	+ 13 <sup>1</sup> / <sub>8</sub>
Century Elec. 1/2	97 <sup>1</sup> / <sub>8</sub>	73 <sup>1</sup> / <sub>4</sub>	8	8	—
DuMont Lab.	10	61 <sup>1</sup> / <sub>2</sub>	93 <sup>1</sup> / <sub>4</sub>	95 <sup>1</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Herold Rad.	77 <sup>1</sup> / <sub>8</sub>	41 <sup>1</sup> / <sub>8</sub>	41 <sup>1</sup> / <sub>8</sub>	41 <sup>1</sup> / <sub>4</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
Ironrite .20	10	67 <sup>1</sup> / <sub>8</sub>	83 <sup>1</sup> / <sub>4</sub>	81 <sup>1</sup> / <sub>4</sub>	— 1 <sup>1</sup> / <sub>2</sub>
Lamb. Ind.	95 <sup>3</sup> / <sub>8</sub>	47 <sup>1</sup> / <sub>8</sub>	73 <sup>1</sup> / <sub>8</sub>	8	+ 5 <sup>1</sup> / <sub>8</sub>
Muntz TV	61 <sup>1</sup> / <sub>2</sub>	4	47 <sup>1</sup> / <sub>8</sub>	51 <sup>1</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>4</sub>
National Presto	12	105 <sup>1</sup> / <sub>8</sub>	113 <sup>1</sup> / <sub>8</sub>	113 <sup>1</sup> / <sub>8</sub>	—
Proctor-Silex	91 <sup>1</sup> / <sub>8</sub>	65 <sup>1</sup> / <sub>8</sub>	8	8	—
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	53 <sup>1</sup> / <sub>4</sub>	53 <sup>1</sup> / <sub>4</sub>	—
Travler Radio	—	—	85 <sup>1</sup> / <sub>8</sub>	81 <sup>1</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>2</sub>
Webcor	—	—	117 <sup>1</sup> / <sub>8</sub>	113 <sup>1</sup> / <sub>4</sub>	— 11 <sup>1</sup> / <sub>4</sub>

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** The market remains mixed and indications point to a slow advance for the coming summer months. June and July, traditionally active and somewhat bullish, are not expected to signal a general summer increase in trading. Experts are pointing to Labor Day as the breakthrough period. On EM Week's stock chart the average rose

7/8 of a pt. Electronics continue to show the way. General Tel & El, on the strength of a 3 for 1 stock split, was up 3 3/8 while Minn. M&M again led the major issues with a plus 9. Zenith, Westinghouse and Motorola were all active and up. Twenty-six issues declined over the week-long trading. Five new highs and only one new low were registered.



# *Let's talk a minute about Norelco...*

This is the rotary blade that made Norelco famous!

Nothing shaves like Norelco... that's why nothing sells like Norelco!

World's largest selling shaver—fastest growing in the U.S.A.!

In the golden 60's your golden opportunity is Norelco!

**Revolutionary News** for Dads and Grads! It's the world-famous rotary blade of the new Speedshaver\*. It's one reason why your shaver sales will be easier with Norelco. Other selling advantages: exclusive flip-top cleaning, powerful brush motor, self-adjusting feature. Another big reason to feature

Norelco: Father's Day and Graduation advertising . . . national television on NBC network, 130 stations . . . four-color ads in Life, Look, Saturday Evening Post, American Legion, U. S. News and World Report . . . plus hard sell newspaper advertising in the top "metropolitan" markets. Promote Norelco and profit!

\*Speedshaver is the registered trademark of: NORTH AMERICAN PHILIPS COMPANY, INC. 100 East 42nd St., New York 17, N. Y.  
Norelco is known as PhiloShave in Canada and the rest of the free world.

THE KELVINATOR PLUS . . . SOMETHING WORTHWHILE  
TO SELL BESIDES PRICE

*"Kelvinator's Foodarama  
is a real plus . . . a best seller  
with no competition!"*

"Talk about a plus . . . Foodarama is *all* plus.  
"It's the only major appliance I know of that's  
exclusive and that sells in volume.

"Women literally fall in love with it on sight.  
And it's so competitively priced they pay no  
more for it than they would for many smaller,  
less convenient refrigerator-freezers.

"But the best thing about it is this: when I  
put Foodarama in my window . . . or advertise  
it in the newspaper . . . it builds traffic for me  
alone—not the fellow down the street.

"And then, when it comes to closing, what a  
pleasure! There's no shopping around or price  
chiseling. I make a good profit on every sale.

"I don't worry about Kelvinator putting a lot  
of dealers in my marketing area either. The  
limited franchise policy they have stuck to  
over the years gives me real protection.

"So Foodarama's a real plus for me. While  
others are selling on price alone, I can sell  
quality and value *at a profit!*"



What is the Kelvinator Plus? It's not a gadget or  
gimmick. It's a basic quality advantage . . . some-  
thing that makes Kelvinator appliances more  
useful, dependable or economical to operate.

How can Kelvinator offer a plus in every appli-  
ance? Because unlike others, Kelvinator doesn't  
make costly annual model changes . . . mere

"change for change's sake." Instead, it concen-  
trates on basic improvements and introduces  
them just as soon as they are tested and approved.

This philosophy of basic excellence is inherent in  
all products of American Motors . . . producers of  
Rambler automobiles and Kelvinator kitchen and  
laundry appliances.



